

6) What is the difference between a service output and an outcome?

7) What is the difference between a process and an episode?

8) Which are the key elements of the Balanced Scorecard?

9) Why can't access, specialization and variety be maximized simultaneously in a regional service system?

10) In which ways can services be sold?

Answer to **TWO** of the following essay questions.

- A) Describe the Service Blueprinting methodology.
- B) How does the Resource Integration model solve the difference between the IHIP and the SDL –approaches to service definition?
- C) Describe the service capacity management strategies.
- D) Discuss customer expectations and customer satisfaction and ways to manage them?