



جامعة السلطان الشريف علي الإسلامية
UNIVERSITI ISLAM SULTAN SHARIF ALI
SULTAN SHARIF ALI ISLAMIC UNIVERSITY

**Faculty of Islamic Development Management
Semester I, 2022/2023 Academic Session**

Final Examination Question Paper

Course Code : CM3311

Course Name : Islamic Service Management

Course Level : Bachelor of Development Management

Time : 3 hours

Notes:

1. Answer any **four** of the following questions.

بسم الله الرحمن الرحيم

QUESTION 1 (15 Marks)

What is the difference between selling products and selling services? Would it matter if the services are for Islamic services?

QUESTION 2 (15 Marks)

Technology has and will continue to make delivery of service easier. Discuss on whether it will do the same for Islamic Management Services products and in what way?

QUESTION 3 (15 Marks)

- (a) Describe MICE and the challenges that you will have if you have to host a MICE event in Brunei.
- (b) Write about the challenges in the Islamic Wedding Services in Brunei.

QUESTION 4 (15 Marks)

Describe what consultancy business is all about, and if you are asked to create an Islamic Consultancy Business, what would you do and how would you go about doing it?

QUESTION 5 (15 Marks)

Explain what service quality is all about.

QUESTION 6 (15 Marks)

Distinguish between inventory for products and inventory for services.