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Total Number of Pages: 02

MBA
15MNG 307E

3rd Semester Regular Examination – 2016-17
MANAGEMENT OF SERVICE OPERATIONS
BRANCH(S): MBA
Time: 3 Hours
Max Marks: 100
Q.CODE:Y665

Answer Question No.1 and 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

Q1 Answer all questions. Fill in the blanks with appropriate answer. (2 x 10)

- a) Two benefits of outsourcing of services are _____ and _____.
- b) “Complexity” is a dimension of service process structure that measures _____ and _____ of steps in the process.
- c) Line of visibility conceptually separates the _____ and _____ activities on the service blueprint.
- d) TQM stands for _____. ISO stands for _____.
- e) A marketing intermediary is an entity in the distribution channel between _____ and _____.
- f) The number of times an inventory stock is sold per year is called _____ whereas the reorder quantity that minimizes the total incremental cost of holding inventory and the cost of ordering replenishment is called _____.
- g) When an arriving customer sees a long queue and decides not to seek service, it is called _____. On the other hand when a customer in queue departs before availing service it is called _____.
- h) The rule for selecting the next customer in line to be served is called _____ whereas customers changing one queue to join another in a multiplequeue system is termed as _____.
- i) Servicescape influences the behaviour and perceptions of both the _____ and _____.
- j) Two examples of automation in railway services are _____ and _____.

Q2 Answer briefly the following questions: (2 x 10)

- a) Define “Service”.
- b) Name the key differentiators between a service organization and a manufacturing organization.
- c) What are service winners and service losers?
- d) What do you understand by pull theory of service innovation?
- e) What is service blueprint?

- f) What do you understand by “scalability” in the context of a service firm?
- g) What is graceful degradation of service? Briefly explain with an example.
- h) What do you mean by Poka Yoke?
- i) Differentiate between “direct labour content” and “total labour content” in a delivery of a service.
- j) What is overbooking in service management? Why is it done?
- “Information Technology helps create huge competitive advantage in managing service aggregation and service delivery.” Discuss in the context of Uber or Ola or OYO rooms. (15)
- Q3
- Q4) What are the distinctive characteristics of service operations? How does the nature of field services impact manufacturing in an organization? (15)
- Q5) What are the three generic competitive service strategies as per Michael Porter? Narrate the salient features of these strategies. (15)
- Q6) What are the dimensions of service quality? Draw a neat diagram depicting the Service Quality Gap Model and explain. (15)
- Q7) What criteria are helpful in deciding whether to go for outsourcing of a service delivery or retain the same in-house? How does outsourcing impact customer satisfaction and managing service operations as a profit centre. (15)
- Q8) Write shorts on (any two): (7.5 x 2)
- Stages of economic development
 - Walk through audit
 - Deming’s 14 point program