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Total Number of Pages: 2

MBA
15MNG402E

4TH SEMESTER REGULAR EXAMINATION, 2016-17

Management of Service Operations (MSO)

Branch: MBA

Time: 3 Hours

Max marks: 100

Q.CODE : Z918

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

The figures in the right hand margin indicate marks.

- Q1** **Fill in the blanks:-** **(2 x 10)**
- a) is a system in which various inputs are transformed into intangible goods.
a. Production Management b. Service Management c. Operations Management d. Input Management
- b) A refers to the plan of actions to achieve a specific target.
Services b. Operations c. Production d. Strategy
- c) An individual who is expert in making strategies and planning action is called:
a. Director b. Planner c. Manager d. Strategist
- d) What does ALDEP stand for?
a. Facility Layout Algorithm Using Graphics b. Computerised Facilities Design c. Automated layout Design Program d. Algorithmic Design Program
- e) What does CRM stand for?
a. Consumer Relationship Manager b. Customer Relation Manager
c. Customer Relationship Management d. Customer Requirement Management
- f) The term PERT stands for..... evaluation and technique.
a. Programme b. Project c. Report d. Review
- g) ISO 9000 pertains to management. It concerns what an organisation does to ensure that its products and services conform to its requirements.
- h) ISO 14000 concerns what an organisation does to minimize harmful effects to the caused by its
- i) Service quality is evaluated against the of the customer.
a. Cost of service b. Quality c. Satisfaction d. None of the above

- j) The Operations Manager is responsible for planning, organising, directing and controlling the activities that are involved in converting inputs into the desired
- a. Quality b. Output c. Product d. Service

Q2 Answer the following questions: (2x10)

- a) Define briefly scope of service.
- b) What is SERVQUAL?
- c) Define Benchmarking.
- d) Briefly explain field service inventory management?
- e) What do you mean by Outsourcing?
- f) What do you understand by competitive environment of services?
- g) How to create customer connection?
- h) Give few example of Field Service Organisation.
- i) Briefly explain service operations as profit centre?
- j) Define Service Quality.

Long answer type questions (Answer any four)

- Q3** What is Service Operations Management? What are the challenges faced by Service Operations Managers? **(15)**
- Q4** What is field service, how it impacts manufacturing organizations? **(15)**
- Q5** How services are classified, what are the distinctive characteristics of service operations? **(15)**
- Q6** What do you understand by Service Package? Briefly explain Customer Value Creation & Satisfaction. **(15)**
- Q7** How important is customer retention to any business? How can the customer defection rate be reduced? **(15)**
- Q8** Write short notes on:- **(15)**
- (a) Taguchi Methods
 - (b) Poka - Yoke