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Total Number of pages : 02

MBA
15MNG307E

3rd Semester Regular Examination 2018-19
MANAGEMENT OF SERVICE OPERATIONS (MSO)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : E583

Answer Question No.1(Part-1) which is compulsory, any EIGHT from part-II and any TWO from part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Short answer type Questions(Answer All-10) (2 x 10)

- a) What do you think about the concept of quality service by design
- b) What is service process Matrix?
- c) Compare explicit and implicit service.
- d) Define Value added Services. Give an example.
- e) Define Service Innovation.
- f) What do you mean by service recovery?
- g) Explain the meaning of H.E.R.A.T?
- h) What are the five features of service package?
- i) What do you mean by dependent and independent Inventory? Give an example.
- j) What do you mean by Field Service Inventory Management?

Part-II

Q2 Focused Short Answer Type Questions(Answer any Eight out of Twelve) (6 x 8)

- a) Briefly explain characteristics of service Operations.
- b) What do you mean by field service? Explain its impact on manufacturing Organizations.
- c) Explain the role of services in the changing business scenario.
- d) Discuss the criteria in evaluating service package.
- e) What are the different stages in service firm Competitiveness?
- f) Develop a model for service profit chain.
- g) Explain the role of technology in service.
- h) What are the points and steps to be followed in selecting a method for customer selection? Explain.
- i) What is POKOYOKE? Explain its uses and advantages?
- j) What do you mean by CRM and also explain its advantages and disadvantages.
- k) Analyzes the different ways of winning customers in market place.
- l) Develop a model for service profit chain.

Part-III

Long Answer Type Questions(Answer any two out of four)

Q3 Explain Service gap model and discuss the possible measures to close the gap. **(16)**

Q4 What do you mean by quality? Explain Deming’s 14 point Philosophy of quality management. **(16)**

Q5 What are the tools and techniques used for achieving service quality? **(16)**

Q6 “The Service Profit chain processes a relationship that links profitability, Customer loyalty, and service value to employee satisfaction, capability and Productivity”. Discuss. **(16)**