



GIET UNIVERSITY, GUNUPUR – 765022

M.B.A (Third Semester – Regular) Examinations, December – 2020

MB 301 D – SERVICE OPERATIONS MANAGEMENT

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)

(1 x 10 = 10 Marks)

Q. 1 Answer **ALL** questions

- a. Which of the following features separate services from products?
 - i) Perishability ii) Intangibility iii) Reliability iv) Inseparability
 - (i) Only ii (ii) i, ii and iii
 - (iii) i, ii and iv (iv) ii,iii and iv
- b. Which of the following aspects of services take place simultaneously?
 - i.)Production ii)Assimilation iii)Delivery iv) Consumption
 - (i) i,ii and iv (ii) i,ii and iii
 - (ii) ii,iii and iv (v) i,iii and,iv
- c. Which of the following attributes of services make it difficult for a service provider to evaluate them when compared to goods?
 - (i) High search and experience quality (ii) High experience and credence quality
 - (iii) High credence and search quality iv) Both ii and iii
- d. The ability of the service provider and his employees to use their knowledge and courteous behaviour to instill trust and confidence in customers regarding their service is referred to as:
 - (i) Assurance (ii) Responsiveness
 - (iii) Empathy (iv) Reliability
- e. Which of the following characteristics hinders a service from being produced and marketed in different places?
 - (i) Inseparability (ii) Intangibility
 - (iii) Perishability (iii) Reliability
- f. Which of the following is not a necessary strategy in the effective promotion of services?
 - (i) Effective planning (ii) perfect timing
 - (iii) Adherence to legal regulations (iii) Employee motivation
- g. Customers who are loyal to two or three brands of a product or service are known as:
 - (i) Switchers (ii) Soft-core loyalists
 - (iii) Shifting loyalists (iii) Hard-core loyalists
- h. Which of the following is not an advantage of electronic channels in the service industry?
 - (i) Low costs (ii) Extensive distribution
 - (iii) Increased customer convenience (iv) Customer variability
- i. Location decision is not an important decision for which of the following firms?
 - (i) Insurance company (ii) Bank
 - (iii) Retail outlet (iv) Health club
- j. Which of the following is not an issue in the pricing of services?
 - (i) Availability of raw materials (ii) competitor pricing
 - (iii) positioning (iv) Demand levels

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PART – II: (Short Answer Questions)**(2 x 5 = 10 Marks)**Q.2. Answer **ALL** questions

- a. How would you define a service?
- b. What are the Service goals?
- c. Explain Cyclical demand.
- d. What is the role of Manpower in Service organisation?
- e. What is outsourcing?

PART – III: (Long Answer Questions)**(6 x 5 = 30 Marks)**Answer **ANY FIVE** questions.

3. What is a Service organisation? Explain different Pure Service Organisations.
4. What is the impact of field service on manufacturing organisations?
5. Explain the role of Service level consideration and cost considerations in Manning.
6. How would you integrate field service with information technology?
7. How would you manage inventory in a field service organisation?
8. Differentiate between Centralised Vs Decentralised service organisation
9. How do you assess the customer requirements of a service organisation?
10. Explain various IT enable customer services.

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