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GIET UNIVERSITY, GUNUPUR - 765022

M. B. A (Fourth Semester Regular) Examinations, May - 2024

21MBAMM24001 - Service Operations Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART - A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

- Why is service sector important in the economy?
- What is operational planning?
- Define Forward Scheduling.
- What is meant by Dispatching, Scheduling?
- What are the five features of service package?
- Define forecasting in operations.
- Discuss the Role of ERP in operation planning
- Write the elements of a good forecast.
- Define Capacity planning.
- What is meant by Routing?

CO #	Blooms Level
CO1	K1
CO1	K1
CO2	K2
CO2	K1
CO3	K2
CO3	K1
CO4	K2
CO4	K1
CO5	K1
CO5	K2

PART - B

(8 x 5=40 Marks)

Answer **ALL** the questions

2. a. Explain the distinctive characteristics of services and their implication for service operations.

Marks	CO #	Blooms Level
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8 CO1 K2

(OR)

- b. Explain the different phases of operation planning and control.
- 3.a. Comparison of operations planning and control activities in manufacturing and service organizations

8 CO1 K5
8 CO2 K5

(OR)

- b. Explain the concept of aggregation and write the Factors affecting aggregate planning

8 CO2 K3

- 4.a. Illustrate Forecasting v/s Capacity Planning.

8 CO3 K4

(OR)

- b. Describe the Purpose of Scheduling, and Scheduling Methods.
- 5.a. Discuss the Operations planning insights from the TOC school of thought.

8 CO3 K5
8 CO4 K3

(OR)

- b. Explain the Gap model of service quality and discuss the possible measures to close the gaps.
- 6.a. Describe Job Operations Repetitive Operations, Labour Intensive Operations.

8 CO4 K2
8 CO5 K5

(OR)

- b. Explain the classification of forecasting methods.

8 CO5 K1

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