

Total No. of Questions: 6

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Enrollment No.....



Faculty of Engineering  
End Sem (Odd) Examination Dec-2022  
CB3CO19 Services Science & Service Operational  
Management

Programme: B.Tech.

Branch/Specialisation: CSBS

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. The period of time the customer and the service provider interact is often referred to as \_\_\_\_\_. **1**  
(a) The service operation (b) The service encounter  
(c) The servicescape (d) The back office operation
- ii. The characteristic of being produced and consumed simultaneously is- **1**  
(a) Inseparability (b) Intangibility  
(c) Homogeneity (d) Perishability
- iii. Word-of-Mouth communication networks are particularly important for service firms because- **1**  
(a) Service customers tend to rely more on personal than non-personal source of information.  
(b) Service firms do not believe in promotional efforts.  
(c) Service firms can seldom afford to pay for promotional expenditures.  
(d) Service customers tend to rely more on non-personal than personal sources of information.
- iv. Design thinking is- **1**  
(a) Thinking about design  
(b) Designing a way in which people think  
(c) Asking users to solve problem  
(d) Defining, framing and solving problems from user's perspective

P.T.O.

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- v. The real purpose of service recovery is not only to correct the problem, but rather \_\_\_\_\_. **1**  
 (a) To give face to the customer  
 (b) To educate the customer  
 (c) To give as much as possible to the customer  
 (d) To keep the customer
- vi. What does a customer with strong commitment may demand during service failure? **1**  
 (a) High and immediate compensation  
 (b) No effect as customer is convinced  
 (c) Less immediate compensation  
 (d) None of these
- vii. The two main approaches to forecasting are \_\_\_\_\_ and \_\_\_\_\_. **1**  
 (a) Qualitative and quantitative  
 (b) Historical and quantitative  
 (c) Judgemental and historical  
 (d) Qualitative and judgemental
- viii. The process of using the present and past conditions for analyzing future aspects is classified as- **1**  
 (a) Forecasting (b) Term analysis  
 (c) Expectations analysis (d) All of these
- ix. Innovation is defined as- **1**  
 (a) The commercialization of a new product or process  
 (b) The invention of new product or process  
 (c) A new product or process idea  
 (d) The implementation of a new production method
- x. Service Innovation can help to provide a temporary competitive advantage when- **1**  
 (a) Barriers to entry are high  
 (b) Barriers to imitation are low and intellectual property rights are difficult to enforce  
 (c) There are few other competitors  
 (d) Barriers to entry are low

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- Q.2 i. Discuss the role of service in economy and society. **2**  
 ii. Explain service package. **3**  
 iii. Write a note on value co-creation. **5**  
 OR iv. Discuss kinds of service encounter. **5**
- Q.3 i. Discuss strategic service vision. **2**  
 ii. What are the elements of service delivery system? **8**  
 OR iii. Explain SERVQUAL model in detail. **8**
- Q.4 i. Write a note on service guarantee. **3**  
 ii. How to recover from service failure? **7**  
 OR iii. Discuss real time example of service failure and recovery. **7**
- Q.5 i. Discuss different methods of demand forecasting. **4**  
 ii. Discuss the role of inventory in services. **6**  
 OR iii. Discuss the techniques for optimizing the vehicle route. **6**
- Q.6 Attempt any two:  
 i. Write note on services productivity. **5**  
 ii. Explain the need of service innovation. **5**  
 iii. Discuss key performance indicators of measuring service productivity. **5**

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## Marking Scheme

### CB3CO19 Services Science & Service Operational Management

Q.1	i.	The period of time the customer and the service provider interact is often referred to as _____?	1
		(b) The service encounter	
	ii.	The characteristic of being produced and consumed simultaneously is-	1
		(a) Inseparability	
	iii.	Word-of-Mouth communication networks are particularly important for service firms because-	1
		(a) Service customers tend to rely more on personal than non-personal source of information.	
	iv.	Design thinking is-	1
		(d) Defining, framing and solving problems from user's perspective	
	v.	The real purpose of service recovery is not only to correct the problem, but rather _____.	1
		(a) To give face to the customer	
	vi.	What does a customer with strong commitment may demand during service failure?	1
		(c) Less immediate compensation	
	vii.	The two main approaches to forecasting are _____ and _____.	1
		(a) Qualitative and quantitative	
	viii.	The process of using the present and past conditions for analyzing future aspects is classified as-	1
		(a) Forecasting	
	ix.	Innovation is defined as-	1
		(a) The commercialization of a new product or process	
	x.	Service Innovation can help to provide a temporary competitive advantage when-	1
		(b) Barriers to imitation are low and intellectual property rights are difficult to enforce	
Q.2	i.	Role of service in economy and society.	2
	ii.	Service package Concept Definition	1 mark 2 marks

OR	iii.	Value co-creation definition	2 marks	5
		Explanation	2 marks	
		Example	1 mark	
	iv.	Three kinds of service encounter.	3 marks	
		Explanation	2 marks	
Q.3	i.	Strategic service vision.		2
	ii.	Elements of service delivery system	4 marks	8
		Explanation of each	4 marks	
OR	iii.	SERVQUAL model-		8
		Explanation of each element of service quality	4 marks	
		Explanation of gaps	4 marks	
Q.4	i.	Write a note on service guarantee.		3
	ii.	How to recover from service failure		7
		Methods of service recovery	4 marks	
		Benefits of service recovery	1 mark	
		Explanation	2 marks	
OR	iii.	Real time example of service failure and recovery.		7
		As per the explanation		
Q.5	i.	Different methods of demand forecasting.	2 marks	4
		Explanation	2 marks	
	ii.	Discuss the role of inventory in services.		6
		As per the explanation		
OR	iii.	Techniques for optimizing the vehicle route.	5 marks	6
		Benefits	1 mark	
Q.6		Attempt any two:		
	i.	Services productivity.		5
	ii.	Need of service innovation.		5
	iii.	Key performance indicators	3 marks	5
		Explanation	2 marks	

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