

Enrollment No.....



Faculty of Engineering
End Sem Examination Dec-2023
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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Service operations management is concerned with- 1
 (a) Customer service delivery
 (b) Controlling production processes
 (c) Goods and service designing
 (d) Logistics
- ii. The process of effective resource utilization to transform the value for the customer is called- 1
 (a) Service productivity (b) Service process
 (c) Service transformation (d) Service design
- iii. The best predictor of service quality as per SERVQUAL model is- 1
 (a) Inconsistency (b) Sympathy (c) Intangibility (d) Literacy
- iv. Walk through audit means- 1
 (a) Reporting (b) Interpretation (c) Observation (d) Inspection
- v. A way of recovering from service failure- 1
 (a) Listen, empathize, and ask open questions
 (b) Fix the problem casually
 (c) Do not bother about complaint
 (d) Showing that it's a company's problem
- vi. Service guarantee- 1
 (a) Should be conditional (b) Should be easy to invoke
 (c) Should be easy to revoke (d) Should be ambiguous
- vii. Role of inventory in services- 1
 (a) Only important part of service
 (b) Inventory to be given away to the customers
 (c) As a facilitator
 (d) No role of inventory in service

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- viii. An appropriate strategy of managing supplier of service- 1
 (a) To have a good leadership
 (b) To set accountability
 (c) To maintain good relationship
 (d) To provide motivation
- ix. What is most suitable with respect to service innovation? 1
 (a) It is retrospective process
 (b) It is not a deliberate process
 (c) It brings complexities in service provider's job
 (d) It brings positive changes in service sector
- x. Service productivity is related to- 1
 (a) Sufficient use of input (b) Effective use of input
 (c) Increased use of input (d) Exploitation of input
- Q.2 i. What do you understand by service operations? 2
 ii. Differentiate between services and operations. 3
 iii. Describe Indian service sector with suitable examples. 5
 OR iv. Give a complete framework to design service operation system. 5
- Q.3 i. Discuss the concept of New Service Development (NSD) along with the complete description of NSD process. 2
 ii. Describe the huff's retail model of facility location. 8
 OR iii. Discuss various dimensions of service quality. Define SERVQUAL. 8
- Q.4 i. What do you mean by service guarantee? 3
 ii. Explain the ways of providing service guarantee. 7
 OR iii. Discuss with some suitable examples of recovering from service failure. 7
- Q.5 i. Explain any method of demand forecasting for service sector. 4
 ii. Discuss the application of various tools used in managing the waiting lines in services. 6
 OR iii. Discuss the strategies of managing suppliers of services. 6
- Q.6 Attempt any two:
 i. Define complete concept along with significance of service productivity. 5
 ii. Explain the concept of service innovation. 5
 iii. Why service innovations required for the development of an economy? 5
 What is the complete process of service innovation?

Marking Scheme**CB3CO19****Services Science & Service Operational Management**

Q.1	i)	b.controlling production processes		1
	ii)	b. 3		1
	iii)	c. Intangibility		1
	iv)	d.Inspection		1
	v)	a. Listen, empathize, and ask open questions		1
	vi)	b.Should be easy to invoke		1
	vii)	c.As a facilitator		1
	viii)	c. To maintain good relationship		1
	ix)	d. It brings positive changes in service sector		1
	x)	b. Effective use of input		1

Q.2	i.	Meaning/ Definition	2 Marks	2
	ii.	Differentiate	(1 Mark*3)	3
	iii.	Intro/Meaning	2 Marks	5
		Key Feature	2 Marks	
		Example	1 Mark	
OR	iv.	framework to system	(Atleast 12 stages)	5

Q.3	i.	Meaning	1 Mark	2
		Features	1 Mark	
	ii.	Introduction	2 Marks	8
		7 Key Components	6 Marks	
OR	iii.	Meaning	2 Marks	8
		Key dimensions	4 Marks	
		Formula	2 Marks	

Q.4	i.	Meaning + Features	3 Marks	3
	ii.	7 out of all 10 ways	7 Marks	7
OR	iii.	Any 7 ways with one example each	4 Marks	7
			3 Marks	

Q.5	i.	Method of sector	(As per explanation)	4
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	ii.	Any 6 tools with applications & Benefits	6 Marks	6
OR	iii.	Any 6 Strategies	(1 Mark*6)	6

Q.6	i.	Meaning	1 Mark	5
		Key Features	1 Mark	
		Significance	3 Marks	
	ii.	Meaning	1 Mark	5
		Key Features	1 Mark	
		Significance	3 Mark	
	iii.	Importance	2 Marks	5
		Process	3 Marks	
