

TED (15) 5255
(Revision 2015)

Reg.No.
Signature.

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/MANAGEMENT/
COMMERCIAL PRACTICE – APRIL -2019.

SERVICE CENTRE MANAGEMENT

(Maximum Marks : 100)

[Time : 3 hours]

PART-A
(Maximum marks: 10)

Marks

I. Answer all questions in one or two sentences. Each question carries 2 marks.

1. Define queuing.
2. Point out a difference between goods and services.
3. Define benchmarking.
4. Recall TQM.
5. Name the types of service inventory.

(5x2=10)

PART - B
(Maximum Marks : 30)

II Answer any **five** of the following questions . Each question carries 6 marks.

1. Explain any two classifications of services.
2. Describe characteristics of services.
3. Write a note on service encounter.
4. Explain service design options.
5. Elaborate on the challenges of service quality control.
6. Explain the concept SERVQUAL.
7. Discuss on management of supply chain in service.

[5x6 =30]

PART - C
(Maximum marks : 60)

(Answer one full question from each unit. Each full question carries 15 marks)

UNIT I

III Explain the strategies to manage demand and supply of service delivery system. (15)

OR

- IV** (a) Illustrate Waiting Line management. (7)
(b) Differentiate between goods and services. (8)

UNIT- II

- V** (a) Explain Blueprints. (6)
(b) Describe the main components of service system design. (9)

OR

- VI** Discuss in detail the use of Technology and Automation in services. (15)

UNIT- III

- VII** (a) Explain in detail Quality Service by design. (8)
(b) Describe Service Process Control. (7)

OR

- VIII** Explain Total Quality Management Tools. (15)

UNIT – IV

- IX** Describe processes in Service Supply Chain. (15)

OR

- X** Discuss about Service Inventory in detail with examples. (15)
