

- b. Discuss in detail the quality function deployment. 10 3 3 7
28. a. Explain in detail about the service organization with respect to service encounter trial. 10 3 4 6
- (OR)**
- b. Discuss in detail the different types of facility layout used for providing service. 10 3 4 6
29. a. Name the different strategies for managing demand and explain in detail. 10 3 5 10
- (OR)**
- b. Discuss in detail the different application of yield management. 10 3 5 10
30. a. Illustrate the use of a Gantt chart and discuss its limitations. 10 3 6 10
- (OR)**
- b. Discuss reasons why projects fail to meet performance, time and cost objectives. 10 3 6 10

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**B.Tech. DEGREE EXAMINATION, NOVEMBER 2022**  
Seventh Semester

**18MBH463J – SERVICES SCIENCE AND SERVICE OPERATIONAL MANAGEMENT**  
(For the candidates admitted from the academic year 2018-2019 to 2019-2020)

**Note:**

- (i) **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40<sup>th</sup> minute.
- (ii) **Part - B** should be answered in answer booklet.

Time: 2½ Hours

Max. Marks: 75

**PART – A (25 × 1 = 25 Marks)**

Answer ALL Questions

- |   | Marks | BL | CO | PO |
|---|-------|----|----|----|
| 1. The revenue enhancement strategy by manufacturers of deliberately coupling a service with their product is referred to as _____.<br>(A) Customization (B) Servitization<br>(C) Operation (D) Marketing                               | 1     | 1  | 1  | 7  |
| 2. As productivity increases in one sector the labor forces moves into another. This observation known as<br>(A) Clark Fisher hypothesis (B) William Sealy gusset hypothesis<br>(C) Complex hypothesis (D) Non – directional hypothesis | 1     | 2  | 1  | 7  |
| 3. _____ provide service capacity to meet fluctuations in demands while retaining quality of service.<br>(A) Co-creation value (B) Relationships<br>(C) Service capability (D) Customer participation                                   | 1     | 2  | 1  | 7  |
| 4. Housekeeping and achieving economies of scale are example for _____ type of service.<br>(A) Goods and rental (B) Labour and expertise<br>(C) Network usage (D) Place and space rental  | 1     | 2  | 1  | 7  |
| 5. Data that is available from the customer or provider to enable efficient and customized service is called _____.<br>(A) Supporting facility (B) Facilitating goods<br>(C) Information (D) Explicit services                          | 1     | 1  | 1  | 7  |
| 6. Which of the following is not a dimensions of service quality?<br>(A) Reliability (B) Assurance<br>(C) Empathy (D) Customer  | 1     | 1  | 2  | 7  |
| 7. If the time taken to respond to customer complications of 'Service quality' is strongly promoted?<br>(A) Responsiveness (B) Aesthetics<br>(C) Empathy (D) Durability   | 1     | 1  | 2  | 7  |

8. The Taguchi approach is most closely associated with \_\_\_\_\_.  
 (A) Total quality management (B) Standardization  
 (C) Robust design (D) Quality function deployment
9. Who formalized the concept of Poka Yoka?  
 (A) Dr. Shigeo Shingo (B) Deming  
 (C) Crosby (D) Juran
10. Quality function deployment was developed in \_\_\_\_\_ and used extensively by Toyota.  
 (A) China (B) Japan  
 (C) India (D) Germany
11. Which of the following is not a party of service encounter triad?  
 (A) Service organization (B) Contact personnel  
 (C) Customer (D) Supplier
12. \_\_\_\_\_ is an information industry term for methodologies, software and internet capabilities that help an enterprise to manage its relationship in an organized way.  
 (A) Customer relationship management (B) Culture  
 (C) Empowerment (D) Control systems
13. A \_\_\_\_\_ interview requires the applicant to answer questions regarding a specific situation.  
 (A) Abstract questioning (B) Situational vignette  
 (C) Role play (D) Forecasting
14. Service design element consist of the following \_\_\_\_\_.  
 (A) Facility design (B) Supply chain  
 (C) Marketing (D) Advertising
15. In queuing theory the ratio of the mean arrival rate and the mean service rate is called the \_\_\_\_\_.  
 (A) Work factor (B) Slack constant  
 (C) Productivity rate (D) Utilization factor
16. The call centers that schedule the number of telephone agents according to expected hourly demand is \_\_\_\_\_.  
 (A) Level capacity (B) Chase demand  
 (C) Cyclical variation (D) Seasonal trend
17. A good \_\_\_\_\_ strategy should minimize the expected opportunity cost of idle service capacity as well as the expected cost of turning away reservation.  
 (A) Overbooking (B) Promoting off peak demand  
 (C) Complementary services (D) Price incentives

18. \_\_\_\_\_ is defined in level of an achievable level of output per unit of time.  
 (A) Service design (B) Service organization  
 (C) Service capacity (D) Service planning
19. The fast food restaurants eliminating the personnel to serve food and clear tables and the customer places the order directly from the menu also clears the table after meal is an example for \_\_\_\_\_.  
 (A) Increasing customer participation (B) Creating adjustable capacity  
 (C) Sharing capacity (D) Cross training empty
20. Total revenue in yield managed is calculated by the formula \_\_\_\_\_.  
 (A)  $p_1q_1 + (q_2 - q_1)p - (q_3 - q_2)p_3$  (B)  $p_1 + q_1 + (q_2 + q_1)p - (q_3 - q_2)p_3$   
 (C)  $p_1q_1 + (q_2 - q_1)p_2 + (q_3 - q_2)p_3$  (D)  $p_1q_1 - (q_2 - q_1)p_2 + (q_3 - q_2)p_3$
21. Which of the following is not characteristics of project \_\_\_\_\_.  
 (A) Purpose (B) Life cycle  
 (C) Uniqueness (D) Empathy
22. The project scope is divided and subdivided into work package is called \_\_\_\_\_.  
 (A) Work break down structure (B) Project charter  
 (C) Scheduling (D) Controlling
23. The technical and administrative experience attribute consider in selecting the project manager is called.  
 (A) Sensitivity (B) Creditability  
 (C) Ability to handle stress (D) Leadership
24. What is a critical path?  
 (A) It is a path that operates from starting node to the end node (B) It is a mixture of all the paths  
 (C) It is the longest path (D) It is the shortest path
25. Successful project is dismantled and distributed through out parent organization is called \_\_\_\_\_ in project termination.  
 (A) Integration (B) Addition  
 (C) Extinction (D) Starvation

**PART – B (5 × 10 = 50 Marks)**

Answer ALL Questions

- |  | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 26. a. Illustrate the distinctive characteristics of service operations. | 10    | 3  | 1  | 7  |
| <b>(OR)</b>  |       |    |    |    |
| b. Explain in detail the features of service package with neat diagram.  | 10    | 3  | 2  | 7  |
| 27. a. Explain in detail the new service development cycle.              | 10    | 3  | 3  | 7  |

**(OR)**