

SVKM'S NMIMS
SCHOOL OF TECHNOLOGY MANAGEMENT & ENGINEERING, NAVI-MUMBAI
Academic Year: 2022-2023 Mid-Term Examination

Program: B. Tech. **Stream:** Computer Science & Business System

Year: IV

Semester: VIII

Subject: Services Science & Service Operation Management

Time: 10:45 am to 11:45 am

Date: 28/02/2023

No. of Pages: 1

Marks: 20

- 1) All questions are compulsory.
- 2) Figures in brackets on the right-hand side indicate full marks.
- 3) Assume Suitable data if necessary.

Q. no.	Question	Unit	Marks
Q1.	<p>A popular hospital in Navi Mumbai known for its best customer services witnessed decrease in OPD (Out Patient Department) in the past two months. This decreasing trend alarmed the higher authorities to investigate the matter. This investigation was also aimed to identify service gaps & develop service failure recovery process.</p> <p>The hospital's Analytics team studied its historic data (of past 10 years) and noted that on an average there were 47% new patients (customers) every month (out of which 28% were patients who had been referred by other doctors, 19% visited on their own (either referred by their known contacts or by referring to online reviews)). 33% were follow up patients (after 1st visit). Remaining were staff and their immediate family members. But, in the past two months new patients at OPD were reduced by 60%, follow-up patients by 50% and marginal decrease in patients of staff's immediate family members. Upon observation it was noticed that, at several (service) encounters there were more dis-satisfied patients (customers). One of the reason was newer admin staff and few newer medical staff including Doctors, nurses, ward & lab assistants who lacked service culture. These new recruits had been filling the vacant positions who had recently retired from their work. The retired staff were more experienced and customer friendly. However, the hospitals immediate challenge was to turn these recent service failures into service delight by empowering its employees with the discretion to "make things right."</p>		
1a.	Explain in brief the hospital's service recovery process (phases in service recovery & the approaches)?	3	6
Q2.	In the below question attempt any one (either 2a or 2b)		
2a.	Explain 1 point each for measuring the five dimensions of service quality with reference to the above case-let?	2	6
2b.	Design 5 survey questions which will ascertain the reasons for decreasing number of OPD patients in this hospital?	2	6
Q3	In the below question attempt any one (either 3a or 3b)		
3a.	Write two points on "Service Guarantee" by (a) Automobile service (B2C) or (b) IT Services (B2B)?	2	2
3b.	List various Service forecasting methods?	3	2
Q4	<p>What are the strategies for matching capacity and demand? Explain its usage or implementation to any one of the following in brief?</p> <p>(a) Entertainment parks (viz. Imagica, Essel World, Disney land)</p> <p>(b) Airlines</p> <p>(c) Movie Theatres</p> <p>(d) Food malls on highways</p>	4	6