

SVKM'S NMIMS  
MUKESH PATEL SCHOOL OF TECHNOLOGY MANAGEMENT & ENGINEERING

Academic Year: 2022-2023

Program/s: B Tech

Year: IV Semester: VIII

Stream/s ; Computer Science and Business System

Subject: Service Science & Service Operational Management

Time: 3 hrs (10:00 am to 1:00 pm)

Date: 28 / 04 / 2023

No. of Pages: 4

Marks: 100

**Final Examination**

**Instructions:** Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

- 1) Question No. 1 is compulsory.
- 2) Out of remaining questions, attempt any 4 questions.
- 3) **In all 5 questions to be attempted.**
- 4) All questions carry equal marks.
- 5) **Answer to each new question to be started on a fresh page.**
- 6) **Figures in brackets on the right hand side indicate full marks.**
- 7) **Assume Suitable data if necessary.**

<b>Q1</b>		Answer briefly:	[20]
[CO-5 ; SO- 6; BL-5	a.	List various types of service innovation and briefly explain two challenges for service innovation?	[5]
CO-1 ; SO-2 ; BL3-	b.	Give the criteria to select a service provider.	[5]
CO-2 ; SO-1 ; BL-4	c.	Elaborate on different service recovery approaches	[5]
CO-3 ; SO-2 ; BL-4	d.	What are the different principles of service design?	[5]
<b>Q2</b> CO-2; SO-;2 BL-3	a	Explain the Role of Inventory in Services.	[10]
CO-3;SO- 2;BL-3	b	Explain a complaint handling policy with an example.	[10]
<b>Q3</b>	a	Explain service quality gap model with a diagram	[10]

CO-3; SO-2; IL-4 CO-4; SO-2; IL-4	b	What is service delivery system? explain it with an example of a 3 Star hotel.	[10]
Q4 CO-1 SO-2; IL-4	a	Explain with example how goods and services differ? Give difference between goods dominant logic and service dominant logic.	[10]
CO-3; SO-2; IL-4	b	Explain various steps in service blueprinting	[10]
Q5 CO-4; SO-2; IL-5	a	<p>By 2025, the global automotive repair and service market will be valued at ₹80 lakh crore. Unlike dealerships, automotive repair &amp; maintenance services are aligned with the servicing of more than one make of vehicle thereby not being tied to any specific manufacturer. Many auto repair stores have authorized dealership of different car companies where they offer vehicle services for all car models. Some even have franchise stores at different locations where they offer overall servicing of vehicles.</p> <p>The sales of passenger vehicles are poised to surge in India, thus the demand for repair and maintenance services is bound to increase in India. This services is now a key contributor to our GDP. However, this market is largely unstructured.</p> <p>Reference to the above scenario, briefly answer the below questions</p> <p>1. Which type of service encounter will be used for this service ? explain your answer with the reasons.</p> <p>2. Give various elements in service blue print for this service facility.</p>	[10]
CO-5; SO-2; IL-5	b	<p>"Psychology in waiting", Customers waiting in ques for availing services (offline) can be a disastrous or it can be viewed as an opportunity for an organization. [10 marks]</p> <p>A popular traveller blogger compared the services availed by the people (consumers / visitors / traveller) in MTDC Resorts and privately owned resorts. As per her blog, MTDC Resorts in Maharashtra are located at exclusive locations (beaches, lake views, hill stations etc.). Their accommodation rooms are spacious and the visitor enjoys picturesque view from their rooms. These resorts have spacious gardens, children play areas, pools, dine areas and walk ways. Visitors often gets immersed in the nature during their stay in these resorts. However, she mentions that the services (at every (service) encounter)</p>	

		<p>needs to be improved considerably. She experienced more waiting time at the reception (during check-in), room services, dine areas, during guided tours, parking and checkouts.</p> <p><b>Explain in brief, how MTDC can strategize or manage customer waiting at every encounter?</b></p>	
<p><b>Q6</b></p> <p>CO-4; SO-2; BL-4</p>	a	<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 &amp; 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 1<sup>st</sup> 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 &amp; lab assistants who lacked service culture. These new recruits had been filling the vacant positions who had recently retired from their work. They were unable to deal with customer complaints efficiently and effectively. 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> <p><b>Explain in brief the hospital's service recovery process (phases in service recovery &amp; the approaches)?</b></p> <ol style="list-style-type: none"> <li>1. Explain service delivery model.</li> <li>2. State complaint handling policy.</li> <li>3. Give service recovery process.</li> </ol>	[10]
<p>CO-5; SO-6; BL-4</p>	b	<p>Presently the Global Advertising Market is valued at ₹48 lakh crore (approx. 600 billion \$). Advertising Services means all services directly related to the creation, preparation, production or dissemination of Ads. It includes Lay- out, art direction, graphic design, mechanical preparation, production supervision, placement and rendering advice to a client concerning the best methods of advertising about client's products or services. Advertising promotes product and services to the target audience through a variety of media &amp; encourage them to buy thus, boosts sales.</p>	[10]

		Give customer journey map for creating an advertise for NIKE shoes by this advertising agency. Draw a customer journey map and explain.	
Q7 CO-; SO-; BL-		Elaborate on 2 of the following three topics	[20]
CO-2; SO-1; BL-3	a	New service design Processes.-give one example and explain your diagram	[10]
CO-3; SO-2; BL-4	b	Structural and managerial elements of service design	[10]
CO-3; SO-12 BL-4	c	Service blueprint for the customer of a 5 star hotel.	[10]