

**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:** 17/01/2023 **No. of Pages:** 2  
**Marks:** 20

**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 # 1 is compulsory.**
- 2) **Answer any one question from the remaining (either Question 2 or Question 3).**
- 3) **Figures in brackets on the right-hand side indicate full marks**
- 4) **Assume Suitable data if necessary.**

Q. no.	Question	CO /Unit	Marks
<b>Q1</b>	<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 4 questions.</p>		
a.	Briefly explain any one Service Encounter in this service?	1	3.5
b.	Develop a service blueprint for this (Repair & Maintenance) service?	2	3.5
c.	List various service delivery system for this service and briefly explain any one delivery system?	2	3.5
d.	Briefly describe the role of this Services in Indian economy?	1	3.5
<b>Q2</b>	<p>Biryani an ancient Indian cuisine is a multi-layered cooked rice with vegetables or meat. In 2011 Jaydeep Barman and Kallol Banerjee founded "Rebel Foods" the online kitchen brands which includes Behrouz Biryani and Faasos. It currently operates in 10 countries. India is its biggest market, available in 60+ cities. It is delivered at your doorstep. There's no option of dine-in. Customers can only order it online. Rebel uses its own software and operates a full-stack technology platform, Rebel Operating System (OS).</p> <p>Reference to the above scenario answer the below question:</p>		
a	Briefly explain its (Rebel Foods) Service Package?	1	6

<b>Q3</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> <p>Reference to the above scenario answer the below question:</p>		
<b>a.</b>	Explain briefly "Advertising Services" as service dominant logic?	<b>1</b>	<b>6</b>