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Total Number of Pages: 02

MBA
15MNG307E

3rd Semester Regular Examination 2017-18
Management of Service Operations (MSO)

BRANCH : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: B698

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

- Q1 Fill in the blanks : (2x10)**
- a) With the help of ----- research , the service providers are able to find out the critical service failure points and there frequency.
 - b) The demand curve is usually ----- sloping ,since consumer will want to buy more as price decreases.
 - c) Service firm can not build up inventories during periods of slow demand to use latter when ----- increases.
 - d) ----- can be achieved only through total employee involvement.
 - e) The time gap between placing of an order and receive of an order is called -----
 - f) Capital is ----- in service organisations.
 - g) In ABC analysis B class materials consumes -----% of total inventory.
 - h) Transportation cost of materials falls under ----- cost in inventory management.
 - i) The ----- is the dyadic interaction between a customer and service provider.
 - j) ----- is a key determinant of whether a product offering should be classified as a product or a service.
- Q2 Answer the following questions: (2x10)**
- a) What do you mean by Service blue Print
 - b) List the various strategies for managing capacity.
 - c) What are the characteristics of service.?
 - d) What do you mean by value added services?
 - e) What do you mean by service Package ?
 - f) What are the major problems in measuring service productivity?
 - g) What do you mean by service recovery?
 - h) Explain the meaning of H.E.R.A.T?
 - i) What do you mean by Taguchi Technique ?
 - j) Explain different types of cost of quality ?
- Q3 Explain the distinctive characteristics of services and there implication for service operations. (15)**
- Q4 a) Outline the steps in service development process. (7.5)**
- b) Discuss the key dimension of service experience. (7.5)**

- Q5** **a)** Explain the service quality gap model and discuss the possible measures to close the gap. **(7.5)**
- b)** Briefly explain significance of customer relations Management and also explain advantages and disadvantages. **(7.5)**
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- Q6** **Write short notes on :** **(5+5+5)**
- a)** Advantages of POKO YOKE
- b)** QFD.
- c)** Bench marking
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- Q7** What do you mean by quality? Explain Deming's 14 point Philosophy of quality management and also explain the basic difference between Juran's Philosophy and Deming's Philosophy of quality management. **(15)**
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- Q8** **a)** Explain the role of complaint and service recovery managements in business transactions. **(7.5)**
- b)** With examples enumerate the strategies adopted by the service marketers in service recovery. **(7.5)**