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Total Number of Pages : 02

MBA
15MNG402E

4th Semester Regular Examination 2017-18
MANAGEMENT OF SERVICE OPERATIONS (MSO)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C190

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 : (2 x 10)

- a) The key difference between service firms and manufacturers is theof their output.
- b)is a business practice in which a company hires another company or an individual to perform tasks, handle operations or provide services that are either usually executed or had previously been done by the company's own employees.
- c)refers to the management of a company's resources employed at or en route to the property of clients, rather than on company property.
- d)is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation.
- e)is defined as a bundle of goods and services that is provided in some environment. This bundle consists of five features - Supporting Facility, Facilitating Goods, Information, Explicit Services and Implicit Services. Deviations from this, often destroy the image of the company.
- f)are statistical methods, or sometimes called robust design methods, developed by GenichiTaguchi to improve the quality of manufactured goods, and more recently also applied to engineering, biotechnology, marketing and advertising.
- g) Ais any mechanism in a lean manufacturing process that helps an equipment operator avoid (yokeru) mistakes (poka). Its purpose is to eliminate product defects by preventing, correcting, or drawing attention to human errors as they occur.
- h)is a structured approach to defining customer needs or requirements and translating them into specific plans to produce products to meet those needs.
- i) A measurement of the quality of an organization's policies, products, programs, strategies, etc., and their comparison with standard measurements, or similar measurements of its peers is called.....
- j) A statistician who went to Japan to help with the census after World War II, and also taught statistical process control to leaders of prominent Japanese businesses. His message was: By improving quality, companies will decrease expenses as well as increase productivity and market share. The great statistician was.....

- Q2 Short answer type question : (2 x 10)**
- a) Briefly explain what do you understand by customer value creation.
 - b) What is SERVQUAL?
 - c) Define Benchmarking.
 - d) What are the distinctive characteristics of Service Operations?
 - e) What do you mean by Outsourcing?
 - f) Define the term CRM.
 - g) How do you enhance Customer Satisfaction?
 - h) Give few example of Field Service Organisation.
 - i) What do you understand by Inventory Management in Field Service?
 - j) Define Service Quality.
- Q3 Delineate how pure service organisations are different and what are their peculiarities? (15)**
- Q4 Define field service management and explain how it impacts manufacturing organisation? (15)**
- Q5 What are competitive service strategies? What strategies will help you win customers for your organisation in the market place? (15)**
- Q6 How do you evaluate effectiveness of a service? What are the ways one can measure service quality? (15)**
- Q7 How creating customer connection will help in enhancing customer satisfaction? (15)**
- Q8 Explain how service objectives and goal formulation will help in understanding competitive environment of services? (15)**