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Total Number of Pages : 01

MBA
15MNG402E

4th Semester Regular / Back Examination 2018-19

MANAGEMENT OF SERVICE OPERATIONS

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F186

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) What do you mean by service operations ?
- b) Give examples of different pure service organisations .
- c) What impact does service organisations make on manufacturing organisations ?
- d) Explain what is support service ?
- e) Describe the term Serqual ? Who propounded this concept ?
- f) What do you mean competitive service strategies ?
- g) What is service package ?
- h) What is scheduling of operations ?
- i) Why is CRM important in service operations ?
- j) Can service operations be regarded as profit centre ?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Differentiate between manufacturing and service operations ?
- b) What are the peculiarities of pure service organisations ?
- c) Discuss the distinct characteristics of service operations .
- d) Explain the competitive environment of services .
- e) Do you consider outsourcing is beneficial for service organisations ?
- f) How do you enhance customer satisfaction in a service organization ?
- g) Elaborate how you evaluate the effectiveness of field service organisations ?
- h) Information technology has a great role in enhancing delivering quality service. Justify.
- i) Discuss the tools that help in achieving the service quality.
- j) Analyse the strategic service operations .
- k) Classify the services in a service organisation
- l) How do the service organisations set up objectives and formulate goals.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain Denim's 14 point program for enhancing service quality . **(16)**
- Q4** Describe the different aspects of management of service operations in an organization. **(16)**
- Q5** Suppose you are appointed as the chief of a service organization. How will you motivate your employees to deliver the best services to your customers ? **(16)**
- Q6** World market scenario has changed after the boom of service market. What is the contribution of Indian managers in this regard ? **(16)**