



DMM-5545

**M.B.A. (F.T.) (Sem. IV) (CBCS) & M.B.A. (Eve.)
(Sem. VI) (CBS) (Reg. & New Course - ATKT)
Examination
March/April – 2016
Service Operation Management**

Time : 3 Hours]

[Total Marks : 70

Instruction :

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवही पर अवश्य लखवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
M.B.A. (F.T.) (Sem. IV) (CBCS) & M.B.A. (Eve.) (Sem. VI) (CBS) (Reg. & New Course - ATKT)

Name of the Subject :
Service Operation Management

Subject Code No. : 5 5 4 5 Section No. (1, 2,.....): Nil

Seat No. :
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Student's Signature

- 1 Answer in short : (Any four) 12
1. Define Service
 2. Differentiate between Metropolitan matrix and Euclidian matrix.
 3. Differentiate between Rush order flow time and Throughput time.
 4. What is SERVQUAL ?
 5. What is implicit service and explicit service ?
 6. What is Orientation w. r. t. supporting facility ?
 7. What is Saturation Marketing ?
 8. Explain substitution of communication for travel.

- 2 Discuss service classification with suitable examples using service process matrix proposed by Roger Schmenner. 12

OR

- 2 Discuss in detail the distinctive characteristics of service operation. Explain open system view of services. 12

- 3 (A) What are important features of service guarantee ? 9
How does it promote organizational effectiveness ?
(B) Explain service quality ladder. 3

OR

- 3 What is service recovery ? State its benefits. What are 12
different approaches to service recovery ?

- 4 How location affects various strategic dimensions ? 12

OR

- 4 Explain the typology of service-scape with **two** dimensions. 12
(1) Who performs within service-scape
(2) The degree of physical complexity of service.

- 5 What are two major classes of service innovations ? Explain 12
different levels in each with suitable examples. Give examples
of technology driven innovations for different sources namely
power/energy, physical design, materials, methods, and
information.

OR

- 5 Explain the service process classification (taxonomy) with 12
three dimensions :
1. Degree of divergence
2. Degree of customer contact
3. Subject (goods/ information/ people).

- 6 What is yield management? Discuss the characteristics of 10
service industry that solicit yield management.

OR

- 6 Discuss in detail strategies for managing demand. 10