

Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 2

[5860]-219

First Year. M.B.A.

**205-SC-OSCM-01 : SERVICES OPERATIONS MANAGEMENT - I**  
**(2019 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries 10 marks.
- 3) Each question has an internal option.

**Q1)** Solve any five out of Eight following sub questions.

[10]

- a) Define the term "Experience Economy".
- b) State any two advantages of Service Facility Location.
- c) List any two examples of highly tangible services.
- d) Examine the facilitating Role of service in an Economy.
- e) State the objectives of Service Organization.
- f) Examine the type of customer contact in service.
- g) Enumerate any two types of service encounter.
- f) Define the term Service Profit Chain.

**Q2)** Solve any two of following sub questions.

[10]

- a) Differentiate & compare the terms Facility layout & Process layout.
- b) Write a short note on Facility Location.
- c) Paraphrase the pre-requisites of New Service Development.

**Q3)** a) Prepare a note on CRM with it's example

[10]

OR

- b) Demonstrate the steps of contact personnel selection & training with example.

[10]

P.T.O.

**Q4) a) "Location decision is a trade-off decision" Why & Appraise. [10]**

OR

b) Compare and contrast types and service processes.

**Q5) a) Design a process analysis chart for any service industry of your choice. [10]**

OR

b) Evaluate the role of IT in services with respect to service facility locations.

