

Total No. of Questions : 5]

PA-3672

[5946]-315

M.B.A.-II

**304 OSCM-SC-03 : SERVICES OPERATIONS MANAGEMENT-II
(2019 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carry equal marks.*

Q1) Answer any 5 out of 8. (2 marks each)

[10]

- a) Define importance of customer retention in service industries.
- b) Define service requirement in service design.
- c) What do you mean by LOS?
- d) State any two features of vision.
- e) State SERVQUAL.
- f) List any 2 benefits of out sourcing services.
- g) What is service design.
- h) List the elements of service design triangle.

Q2) Answer any 2 out of 3 (5 marks each)

[10]

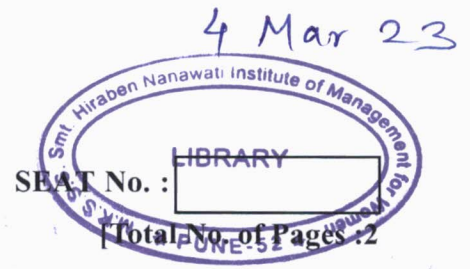
- a) Describe 4 p's of service design.
- b) Give the importance of relationship marketing.
- c) Discuss the features of the service vision.

Q3) Answer 3 (a) or 3(b)

[10]

- a) Discuss the competitive role of information in service in detail.
- b) Explain the gap model for measuring service quality.

P.T.O.



Q4) Answer 4 (a) or 4(b)

[10]

- a) Explain Comprehensive and integrated service design in detail.
- b) Elaborate Engel, Kollat and Blackwel (EKB) Model and explain its steps for white goods products.

Q5) Answer 5(a) or 5(b)

[10]

- a) Design customer retention process with suitable example.
- b) How to design service strategy? Also briefly explain service marketing mix.

