

Total No. of Questions : 5]

P-3819

[6025]-207

M.B.A.

205 - SC - OSCM-01 : SERVICE OPERATIONS MANAGEMENT - I

(2019 Pattern) (Semester - II) (Revised)

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) List any two examples of highly tangible services.
- b) Define the term service scope.
- c) Enumerate any two types of service encounter.
- d) What is customer value equation?
- e) State the objectives of service organisation.
- f) Define the term service blue print.
- g) Explain service organisation with examples.
- h) Examine the facilitating role of service in on economy.

Q2) Solve any two of the following sub questions.

[10]

- a) Explain the concept of service package.
- b) Write a short note on Facility location.
- c) Explain the sources of service sector growth.

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Q3) a) Discuss the role of technology in service encounter with examples. [10]

OR

b) Discuss in detail the service encounter Triad. [10]

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

OR

b) Discuss Cross-Median Approach for a single Facility & Huff model as facility location Techniques. [10]

Q5) a) Discuss product & process layout for service with its pros & cons. [10]

OR

b) Evaluate the role of IT in services with respect to service facility location. [10]

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