

Total No. of Questions : 5]

SEAT No. :

PC3051

[6380]-3015

[Total No. of Pages : 2

S.Y.M.B.A. (Management)

**304-OSCM-SC-OSCM-03: SERVICE OPERATION
MANAGEMENT - II**

(Revised 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 service strategy.
- b) What is Poka - Yoke?
- c) How can service Design goals be achieved?
- d) Discuss two benefits of Outsourcing services.
- e) Define SERVQUAL.
- f) State 'Holistic service design'.
- g) Define 'Strategic service Vision'.
- h) Explain the concept 'Cost of quality'.

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

[10]

- a) Describe the Competitive Role of Information in services.
- b) What is Walk - Through Audit (WtA)? How to design Walk - Through Audit (WtA)?
- c) Describe the concept Quality Function deployment.

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

[10]

- a) Why service supply Relationship is essential to develop service firm?
- b) Describe the factors to analyze service design and overall Business change.

P.T.O.

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

[10]

- a) What are the General principles of service Design? Discuss the process Design principles for service Design.
- b) What are Designing measurement methods and metrics?

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

[10]

- a) Illustrate Customer Delight in services. Who is responsible for delighting prospects and customers?
- b) Explain Customer Behaviour in service settings? Discuss the three stage model of service Consumption.

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PB2088

[6201]-315

S.Y.M.B.A.

SEAT No.:

[Total No. of Pages: 2]

304-OSCM-SC-OSCM-03:SERVICES OPERATION MANAGEMENT-II
(Revised 2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) What is strategic service vision?
- b) Define service Quality
- c) Why service Recovery is essential?
- d) What is perishability?
- e) Discuss the concept of Holistic service design
- f) Define Balanced design
- g) List out value of customer
- h) What is walk Through Audit?

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

[10]

- a) Explain competitive service strategies
- b) Describe the concept Quality function deployment
- c) Explain Customer behaviour in service settings

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

[10]

- a) Describe the benefits and risks of outsourcing services
- b) Why service supply relationship is essential to develop service firm?

P.T.O.



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

[10]

- a) “Service design impact on overall business change and value to business”
Justify the statement
- b) “ Comprehensive integrated service design is essential to achieve organizational performance”

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

[10]

- a) Why customer retention and customer Loyalty is important in service industry?
- b) Explain customer involvement in service process and customer behavior in service setting



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[6118]-3011

S.Y. M.B.A. (Management)

304-OSCM-SC-OSCM-03 : SERVICES OPERATION

MANAGEMENT - II

(2019 Pattern Revised) (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 Focus strategy.
- b) Explain Quality Function Deployment (QFD).
- c) Name two elements of overall cost Leadership approach in services.
- d) What is Poka-Yoke (Fail safe) and how does it relate to service quality?
- e) Explain the concept of SCM.
- f) What are the principles of service design?
- g) What is the purpose of a "Walk Through Audit" in service quality assessment.
- h) Discuss the importance of Customer Retention.

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

[10]

- a) Differentiate between Qualifiers and Service Winners in the marketplace.
- b) Describe 4 p's of service Design.
- c) What are the attributes of professional service firms.

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

[10]

- a) Discuss Buyer's Decision-Making process in service Management and stages in Engel kollat Blackwell Model of consumer Behaviour.
- b) What is meant by setting Direction, policy and strategy for IT services.

P.T.O.

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

[10]

- a) What is meant by the virtual value chain in relation to services? What are the stages from the marketplace to marketpace?
- b) Define service Quality. What are the dimensions of service Quality?

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

[10]

- a) What are the competitive service strategies? Discuss with Examples.
- b) What is meant by Basics of Service Design? Narrate the Evolution of Service Design.

