

Total No. of Questions : 5]

PE-12115

[6551]-821

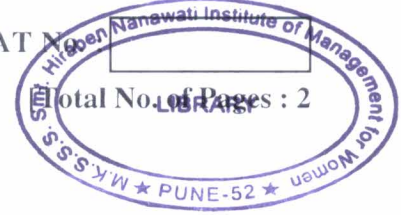
S.Y. M.B.A.

302-SC OSCM-602MJ : SERVICES OPERATIONS

MANAGEMENT

(2024 Pattern) (Semester - III)

SEAT No.



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Draw neat and labelled diagrams wherever necessary.

Q1) Solve ANY FIVE (2 Marks each) :

[5 × 2 = 10]

- a) Identify the meaning of Service Operations Management.
- b) Explain Service Design Elements.
- c) Define Service Encounter.
- d) Describe strategic service location considerations.
- e) Identify elements of Servicescape.
- f) Outline the concept of Service-Dominant Logic.
- g) Explain customer participation in service delivery.
- h) Identify the concept of Environmental Psychology in services.

Q2) Answer ANY TWO (5 Marks each) :

[2 × 5 = 10]

- a) Analyze characteristics of services and their impact on service design.
- b) Explain and organize stages of New Service Development.
- c) Explain and illustrate Service Blueprinting and its relevance.

P.T.O.

Q3) Answer ANY ONE :

[1 × 10 = 10]

- a) Explain and examine the Service Encounter Triad and employee roles.
- b) Explain and relate customer expectations with the Service Profit Chain.

Q4) Answer ANY ONE :

[1 × 10 = 10]

- a) Analyze strategic service location and impact of the Internet.
- b) Explain and compare facility location models used in services.

Q5) Answer ANY ONE :

[1 × 10 = 10]

- a) Design a service facility layout for a hospital OPD.
- b) Analyze service process flow of a fast-food restaurant.

