

PGDM & IB 2017-19
Service Operations Management
DM – 343/IB - 317
Trimester – III, End-Term Examination: March 2018

Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

1. What is Service Blueprinting with respect to the branch of the bank that you visit? How does it help?
2. How to create value in service supply relationship?
3. All major software product developers select friendly customers as beta sites to test the product prior to launch. To which concept, covered in the class, can you relate? What are its advantages?
4. Describe how the elements of service profit chain lead to revenue growth and profitability.
5. Discuss benefits and risks of outsourcing selling and marketing services.

70

Section B

1. In the present time all online shopping channels offer 'Free returns if not satisfied'. Why do they offer such an unconditional service guarantee? What are its managerial benefits?
2. Using five dimensions of the service package, compare the services that you receive in a five star restaurant located in a hotel and a famous road side dhaba.
3. Draw the elements of strategic service vision (Target Market Segment, Service Concept, Operations Strategy, and Service Delivery System) for a B – School such as BIMTECH. How it is different from a web based learning platform like MOOC of MIT, USA.

Section C

Visualize each situation and answer by applying the concepts covered in the class. Please attempt both the questions.

1. Explain the perceived controls and success factors for Customer Service Triad (Triangle) in the case of a PGDM class of Service Operations Management course.
2. The main difference between manufacturing and service industry is "immediacy": the doctor should be available when a patient visits a hospital; bed should be vacant if the patient needs to be admitted; diagnostic services and expert advice should be available when these are needed. While service demand fluctuates highly, the capacity of the hospital is rather fixed. Balancing the supply and demand side of service is the challenge faced by any hospital. Discuss the strategies that can be applied for matching capacity with demand.

(Marks 7.5+7.5)

71