

2016
MBA

MBA/BAD 4.4 (B)
SERVICE OPERATIONS MANAGEMENT

Full Marks : 70

Time : 3 Hrs

The figures in the margin indicate full marks for the questions

SECTION A

All questions are compulsory:

2X5=10

1. What is the role of service in an economy?
2. Why do service firms hesitate to offer a service guarantee?
3. What are some of the management problems associated with allowing service employees to exercise judgement in meeting customer needs?
4. What are the characteristics of excellent service?
5. State the benefits of focussed service operations.

SECTION B

Answer any five from the following:

4X5=20

1. Describe different internet business model.
2. Describe the psychology of waiting components and suggest management strategies to deal with each.
3. Describe the steps involved in managing the coping zone.

4. Discuss the features of the new experience economy.
5. Discuss the role of service manager from an open systems view of service operations.
6. Explain the following term 'measuring capacity'
7. Explain the significance of managing perception during the service process.

SECTION C

Answer any five from the following

8X5=40

1. Discuss the managerial implications of the distinctive characteristics of a service operation.
2. Describe the essential features of a queuing system.
3. Discuss the role of technology in service encounter.
4. Write a note on 'strategy drivers'.
5. Discuss the role of service experience in service organisation.
6. Discuss the role of service concept as a strategic tool.
7. Briefly explain possible categories of customers classification by attitudes.

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