

2017
MBA
Paper : 4.4 b

SERVICE OPERATIONS MANAGEMENT

Full Marks : 70

Time : 3 hours

The figures in the margin indicate full marks for the questions

SECTION A

All questions are compulsory. 2x5=10

1. What is service experience and service outcome? 1+1
2. Define service strategy.
3. What is service capacity?
4. Define CRM.
5. What are the characteristics of early adopters of self service?

SECTION B

Answer any five from the following. 4x5=20

1. Discuss the challenges faced by service operations manager.
2. What are the main factors promoting business process outsourcing?
3. What is the role of technology in operations strategy?
4. Differentiate between order winners and order qualifiers in service sector.
5. What are the criteria for having competitive edge over organizations?
6. Is customer retention important?
7. Explain the importance of product relationship.

SECTION C

Answer any five from the following.

8x5=40

1. (a). Discuss focused and unfocussed service operations. 4
(b). Discuss how to judge success of service operations. 4
2. Discuss the key components of strategy.
3. What is customer segmentation ? Describe the various customer types. 2+6
4. (a) Explain demand management strategies. 4
(b). Describe means of finding customer expectations and assessing satisfaction. 4
5. (a). Discuss the nature of customer relationship and some ways to manage them. 4
(b). Explain how operations can deal with peaks-when they enter the 'coping zone'. 4
6. Describe how to manage bottlenecks and queues.
7. Discuss the managerial considerations to be addressed in outsourcing service.