

Total No. of Questions : 5]

SEAT No. :

**P6880**

[Total No. of Pages : 2

**[5860]-219**

**First Year. M.B.A.**

**205-SC-OSCM-01 : SERVICES OPERATIONS MANAGEMENT - I  
(2019 Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Each question has an internal option.*

**Q1) Solve any five out of Eight following sub questions. [10]**

- a) Define the term “Experience Economy”.
- b) State any two advantages of Service Facility Location.
- c) List any two examples of highly tangible services.
- d) Examine the facilitating Role of service in an Economy.
- e) State the objectives of Service Organization.
- f) Examine the type of customer contact in service.
- g) Enumerate any two types of service encounter.
- f) Define the term Service Profit Chain.

**Q2) Solve any two of following sub questions. [10]**

- a) Differentiate & compare the terms Facility layout & Process layout.
- b) Write a short note on Facility Location.
- c) Paraphrase the pre-requisites of New Service Development.

**Q3) a) Prepare a note on CRM with it's example. [10]**

OR

- b) Demonstrate the steps of contact personnel selection & training with example. [10]

**P.T.O.**

**Q4) a)** “Location decision is a trade-off decision” Why & Appraise. [10]

OR

b) Compare and contrast types and service processes.

**Q5) a)** Design a process analysis chart for any service industry of your choice. [10]

OR

b) Evaluate the role of IT in services with respect to service facility locations.

