

Total No. of Questions : 5]

SEAT No. :

PA-4183

[Total No. of Pages : 2

[5946]-219

M.B.A.-I

**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 internal option.

Q1) Solve any five out of eight-following sub questions.

- a) Define service concept.
- b) Define New service development (NSD).
- c) State the role of services in an economy.
- d) Define the term 'Consumer Service Economy.
- e) What is Business service experience?
- f) State the concept of 'Service Dominant Logic.
- g) What are the characteristics of service operations?
- h) List any two types of facility location modelling.

Q2) Solve any two of the following sub questions:

- a) Summarize the evolution of economy with special reference to service sector.
- b) Describe the Importance of intellectual Property in service sector.
- c) Interpret the objective of good service organization.

Q3) a) Illustrate the difference between process layout and job shop process layout.

OR

- b) Prepare distinguishing parameters between contact personnel dominated encounter and customer dominated encounter. Illustrate with examples.

P.T.O.

Q4) a) ‘Designing the enterprise requires the new service development process’
analyze the statement with suitable example.

OR

b) “Service blue printing for restaurant Business improves employee satisfaction inter the statement.

Q5) a) Evaluate the customer experience and outcomes for food delivery services provided by mobile apps.

OR

b) Compare and contrast the services of fashion clothing e-retailer organizations.

