

4 march 2023

Total No. of Questions : 5]

SEAT No. :

PA-3672

[Total No. of Pages :2

[5946]-315

M.B.A.-II

304 OSCM-SC-03 : SERVICES OPERATIONS MANAGEMENT-II
(2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carry equal marks.*

Q1) Answer any 5 out of 8. (2 marks each)

[10]

- a) Define importance of customer retention in service industries.
- b) Define service requirement in service design.
- c) What do you mean by LOS?
- d) State any two features of vision.
- e) State SERVQUAL.
- f) List any 2 benefits of out sourcing services.
- g) What is service design.
- h) List the elements of service design triangle.

Q2) Answer any 2 out of 3 (5 marks each)

[10]

- a) Describe 4 p's of service design.
- b) Give the importance of relationship marketing.
- c) Discuss the features of the servicevision.

Q3) Answer 3 (a) or 3(b)

[10]

- a) Discuss the competitive role of information in service in detail.
- b) Explain the gap model for measuring service quality.

PTO.

Q4) Answer 4 (a) or 4(b)

[10]

- a) Explain Comprehensive and integrated service design in detail.
- b) Elaborate Engel, Kollat and Blackwel (EKB) Model and explain its steps for white goods products.

Q5) Answer 5(a) or 5(b)

[10]

- a) Design customer retention process with suitable example.
- b) How to design service strategy? Also briefly explain service marketing mix.

13 Jan 2024

Total No. of Questions : 5]

SEAT No. :

P7905

[6118]-3011

[Total No. of Pages : 2

S.Y. M.B.A. (Management)

304-OSCM-SC-OSCM-03 : SERVICES OPERATION

MANAGEMENT - II

(2019 Pattern Revised) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carry equal marks.*

Q1) Answer any 5 out of 8 (2 marks each)

[10]

- a) Define Focus strategy.
- b) Explain Quality Function Deployment (QFD).
- c) Name two elements of overall cost Leadership approach in services.
- d) What is Poka-Yoke (Fail safe) and how does it relate to service quality?
- e) Explain the concept of SCM.
- f) What are the principles of service design?
- g) What is the purpose of a "Walk Through Audit" in service quality assessment.
- h) Discuss the importance of Customer Retention.

Q2) Answer any 2 out of 3 (5 marks each)

[10]

- a) Differentiate between Qualifiers and Service Winners in the marketplace.
- b) Describe 4 p's of service Design.
- c) What are the attributes of professional service firms.

Q3) Answer 3 (a) or 3(b).

[10]

- a) Discuss Buyer's Decision-Making process in service Management and stages in Engel kollat Blackwell Model of consumer Behaviour.
- b) What is meant by setting Direction, policy and strategy for IT services.

P.T.O.

Q4) Answer 4(a) or 4(b).

[10]

- a) What is meant by the virtual value chain in relation to services? What are the stages from the marketplace to marketspace?
- b) Define service Quality. What are the dimensions of service Quality?

Q5) Answer 5 (a) or 5(b).

[10]

- a) What are the competitive service strategies? Discuss with Examples.
- b) What is meant by Basics of Service Design? Narrate the Evolution of Service Design.



Aug 2022

Total No. of Questions : 5]

SEAT No. :

P6893

[Total No. of Pages : 2

[5860] - 315

M.B.A. (SC - OSCM - 03)

304 OSCM : SERVICES OPERATIONS MANAGEMENT - II

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Each question carry equal marks.

Q1) Answer any 5 out of 8 (2 marks each) :

[10]

- a) State any 2 features of vision.
- b) What is service design?
- c) Define service requirements in service design.
- d) List the elements of service design triangle.
- e) What is yield management?
- f) Define any 2 factors which affect the micro environment.
- g) State poka-yoke.
- h) Mention any two features of SCM.

Q2) Answer any 2 out of 3 (5 marks each) :

[10]

- a) Discuss the holistic service design in detail.
- b) Describe 4P's of service design.
- c) Explain the importance of customer lifetime value.

P.T.O.

Q3) Answer 3 (a) or 3 (b) : [10]

- a) How to reduce quality cost? Mention the steps to calculate cost of quality.
- b) Discuss the competitive role of information in service in detail.

Q4) Answer 4 (a) or 4 (b) : [10]

- a) Elaborate Engel, Kollat and Blackwell (EKB) model and explain its steps for whitegoods products.
- b) Explain scope and flow of service design. Also mention the service solution for new or changed services.

Q5) Answer 5 (a) or 5 (b) : [10]

- a) How to design service strategy? Also briefly explain service marketing mix.
- b) Write the buyer's characteristics in detail.

