



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:III	
	Name of Programme:MBA	Pattern:2022	
	Name of Course: Services Operations Management	Course Code:MBA22 3 4 08	
	Max. Marks:30	Duration:1 hr. 15 min.	

	<p><b>Instructions:</b> Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none"><li>1. This question paper contains 2 pages.</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li><li>6. All questions are compulsory. Attempt either a or b in each Question.</li></ol>	
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**Question No. 1 Attempt following Question**

- 1 a) Describe the nature and characteristics of Service. (6) CO1

**OR**

- 1 b) Define Service Quality and State five gap model. (6) CO1

**Question No. 2 Attempt following Question**

- 2 a) Elaborate the concept of New Service Development with examples. (6) CO2

**OR**

- 2 b) Explain the concept of Internet as Service enabler with examples. (6) CO2

**Question No. 3 Attempt following Question**

- 3 a) Illustrate the concept of The Service Encounter Triad. (6) CO3

**OR**

- 3 b) Classify the different steps of contact personnel –selection. (6) CO3

**Question No. 4 Attempt following Question**

- 4 a) Discuss: (6) CO4  
a. Strategic Location Considerations,  
b. Competitive Clustering

**OR**

4 b) Discuss the Cross-Median Approach for a Single Facility.

(6) CO4

**Question No. 5 Attempt following Question**

5 a) Elaborate on Process analysis in services.

(6) CO5

**OR**

5 b) Assess the Flow Process Layout and the Work Allocation Problem.

(6) CO5