



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:III
Class:SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Services Operations Management	Course Code:MBA22 3 4 08
Max. Marks:30	Duration:1.15 Hrs.

Instructions: 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.

1. This question paper contains 2 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Question No. 1 Attempt following Question

- 1 a) Describ 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

(6) CO5

Problem,

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