

Roll No.																			
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**PRESIDENCY  
UNIVERSITY**  
BENGALURU

**School of Management**

**Mid - Term Examinations – November 2024**

**Semester:** III

**Date:** 07-11-2024

**Course Code:** MBA4028

**Time:** 09:30am – 11:00am

**Course Name:** Service Operations Management

**Max Marks:** 50

**Program:** MBA

**Weightage:** 25%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.  
(ii) Do not write anything on the question paper other than roll number.

**Part A**

**Answer ALL the Questions. Each question carries 3marks.**

**3Mx5Q=15M**

- |   |  |         |           |     |
|---|--|---------|-----------|-----|
| 1 | What is the difference between a 'Good' and a 'Service'?                 | 3 Marks | Knowledge | C01 |
| 2 | Define Service Operations Management                                     | 3 Marks | Knowledge | C02 |
| 3 | Explain simultaneous production and consumption. Give two examples       | 3 Marks | Knowledge | C02 |
| 4 | Why is 'Service Innovation' important for any Service Industry?          | 3 Marks | Knowledge | C01 |
| 5 | What is meant by 'Service Blue Printing' and explain the steps in brief? | 3 Marks | Knowledge | C02 |

**Part B**

**Answer ALL the Questions. Each question carries 10 marks.**

**10Mx2Q=20M**

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|----|--|----------|-------------|-----|
| 6  | List down and explain in brief at least five challenges faced by Service Operations Managers with examples | 10 Marks | Application | C01 |
| Or |  |          |             |     |
| 7  | Explain how Service Companies can become 'Green Service Operations'. Give at least five strategies.        | 10 Marks | Application | C02 |

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|----|--|----------|-------------|-----|
| 8  | Explain in detail 'How to create a successful and satisfying experience' in a Service Industry | 10 Marks | Application | CO1 |
| or |  |          |             |     |
| 9  | List down the 'Benefits of Decoupling Operations between Front and Back-Offices'               | 10 Marks | Application | CO2 |

**Part C**

**Answer the Question. Question carries 15 marks.**

**15Mx1Q=15M**

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|----|--|----------|----------|-----|
| 10 | Explain in detail the steps to be followed for developing 'Service Blue Print' using an example. | 15 Marks | Analysis | CO2 |
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