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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 08 / 01/ 2025 **Time:** 09:30 am –12:30 pm |

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| **School:** SOM(PG) | **Program:** MBA |
| **Course Code :** MBA4028 | **Course Name :** Services Operations Management |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **30** | **10** | **30** | **30** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer all the 10 Questions. Each question carries 3marks. 3Mx10Q=30M** |
| **1** | What are the four basic types of E-Commerce Businesses? Give two examples each. | **3 Marks** | **Comprehension** | **CO1** |
| **2** | What is meant by 'Service Decoupling'? What are the benefits of decoupling services? | **3 Marks** | **Knowledge** | **CO1** |
| **3** | Give two examples each for 'Front-Office Operations' and 'Back-Office Operations'. | **3 Marks** | **Comprehension** | **CO1** |
| **4** | What is meant by 'Simulation study' in a Service Industry and give three benefits of conducting it. | **3 Marks** | **Knowledge** | **CO1** |
| **5** | What is 'Poka-Yoke'? Why is it necessary in a Service Industry? What are its benefits? Give three examples in a Service Industry. | **3 Marks** | **Comprehension** | **CO1** |
| **6** | What is meant by 'Cost of Service Quality'? Give examples for the three common categories of Service Quality Costs. | **3 Marks** | **Comprehension** | **CO1** |
| **7** | How 'Six Sigma' Methodology helps in improving Service Quality? Give examples of two service process problems that can be improved using this methodology. | **3 Marks** | **Comprehension** | **CO1** |
| **8** | What is meant by 'Service Guarantee'? What are the benefits of providing 'Service Guarantee' to the customers? | **3 Marks** | **Knowledge** | **CO1** |
| **9** | What is “Safety Stock” and why is it used? Give two examples of Safety Stocks in service industry. | **3 Marks** | **Comprehension** | **CO1** |
| **10** | What are the consequences of “Less Capacity” or “Over Capacity” in a service organization? | **3 Marks** | **Knowledge** | **CO1** |

**Part B**

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| **Answer 4 Questions. Each question carries 10 marks. 10Mx4Q=40M** |
| **11** | Explain what is 'Process Mapping'? Construct a Process Map for a fast-food joint and the process is as follows:A customer enters, checks the menu, if the item he needs is not in the menu, he will leave the fast-food joint, and if it is available, he will place the order. Cashier takes the order and money, informs kitchen to prepare the food. Kitchen prepares the food and then checks the food quality, if okay then moves it to the delivery counter. Delivery counter person will hand over the food item to the customer. Customer checks the food if it is the same food that he has ordered. If it is okay, then the customer leaves the fast-food joint. Otherwise, the customer returns the food packet to the delivery counter person. Then the delivery counter person will inform kitchen to replace the food. Kitchen will replace the food and gives back to the delivery counter, who in turn hands it over to the customer and then the customer leaves the fast-food joint. Use the standard conventions / symbols of process mapping to depict the above process. | **10 Marks** | **Application** | **CO3** |
|  | **OR** |  |  |  |
| **12** | Explain in detail what is 'Overbooking' in Airline Industry. Why Overbooking is done in an Airline Industry? Which are the other industries where Overbooking is used as a service strategy? Explain how Overbooking help them to improve their performance? | **10 Marks** | **Analysis** | **CO3** |

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| **13** | Define and explain “Single Server Queuing system” and “Multi Server Queuing System”. Give two examples for each of the systems. | **10 Marks** | **Application** | **CO4** |
|  | **OR** |  |  |  |
| **14** | Explain the 'Mistake Proofing' method used in Service Industry. Give five examples of mistake proofing with brief explanation of its working. | **10 Marks** | **Analysis** | **CO4** |

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| **15** | What are the different types of Demand Forecasting Models used in a Service Industry? Explain each type with one example. | **10 Marks** | **Application** | **CO2** |
|  | **OR** |  |  |  |
| **16** | Explain how Service Companies can become 'Green Service Operations'. Give at least five strategies for service industries going green**.** | **10 Marks** | **Application** | **CO2** |

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| **17** | Explain what is meant by 'Service Blueprint’ and list down all the phases. Draw a Service blueprint for ‘customers visiting a Pizza shop to buy a Pizza’. | **10 Marks** | **Application** | **CO3** |
|  | **OR** |  |  |  |
| **18** | Explain in detail 'How to create a successful and satisfying experience' in a Service Industry. Give two examples where this is successfully implemented.  | **10 Marks** | **Application** | **CO3** |

**Part C**

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| **Answer both the Questions. Each question carries 15 marks. 15Mx2Q=30M** |
| **19** | Solve using Monte Carlo Simulation:A dentist schedules appointments for his patients for 30 minutes for various dentistry work. The table shows the various categories of work along with the time taken and the number of patients.Simulate the clinic work for 4 hours if the work starts at 8 am. Assume all patients come on time. Use the following random numbers as given:40,82,11,34,25,66,17,79 | **15 Marks** | **Analysis** | **CO4** |
| **20** | Solve the following:A self-service store employs one cashier at its counter. 6 customers on an average arrive every 10 minutes while the cashier can serve 8 customer every 10 minutes. AssumingPoison distribution for arrival rate and Exponential distribution for service rate, calculate the following:Model applicable is (λ/μ/1: ∞/FIFO)1) Utility factor or traffic intensity of the system2) Average number of customers at the cash counter3) Average number of customers in the queue at the cash counter4) Waiting time of a customers at the cash counter5) Waiting time in the queue at the cash counter" | **15 Marks** | **Application** | **CO4** |