ROLL NO.

PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100   Max Time: 180 Mins   Weightage: 40%

ENDTERM FINAL EXAMINATION

I Semester AY 2017-18   **Course: OPS 301 Service Operations Management**   21 DEC 2017

Part A

[3 Q x 10 M = 30 Marks]

1. Draw the SERVQUAL Model.

2. Name the ten common Human Mistakes in Service Delivery

3. What are the 4 things that are to be studied in details to launch a new service?

Part B

[2 Q x 20 M = 40 Marks]

4. According to the HBR Case "The Ritz-Carton Hotel Company":

   a. What are the USP (Unique Selling Propositions) of Ritz-Carlton Hotel?

   b. Explain why Ritz-Carlton Hotel pays so much importance for employee training.

5. According to the HBR Case "The Aravind Eye Hospital, Madurai, India.":

   a. Can Aravind Eye Care Service (AECS) model help to eradicate cataract-related blindness of millions of poor people in India, Asia Africa and the world? If yes, how? If no, why not?

   b. What lessons, we learn from Eye Care Service Operations of Aravind Eye Hospital?

Part C

Special Instructions: This is an application question. Your answer must be based on the situation and its analysis. Be critical, logical and precise in your answer. Writing more will not attract more marks.

(1 Q x 30 M= 30 Marks)

The Situation: Presidency University Bangalore (PUB), has become a leading university of Bangalore. Management of PUB realized that future growth of the university depends on the global employability of its graduates. It has also observed that 'Foreign Language' skill is one of the key of global employability.

To that effect PUB decided to start a separate school for 'Foreign Language' for the students Presidency University. Admitted students of PUB will have opportunity to develop their proficiency in other foreign languages like a) English, b) Germany, c) French, d) Spanish and e) Mandarin (Chinese).

Students of SOM have learnt the tools and techniques of SOM and they are requested to prepare the service design for the proposed 'Foreign Language' School of Presidency. Please do the followings:

1. Draw the Process Flow Diagram of Admission Process of the Proposed Language School. **[10 M]**
2. Draw the Service Blueprint Diagram of the Enrollment Service Operations of the Proposed Language School. **[20 M]**

Please do not collaborate and share your idea with your fellow class mate.

I have zero tolerance for academic dishonesty.

PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 60   Max Time: 120 Mins   Weightage: 20%

MID-TERM EXAMINATION

I Semester AY 2017-2018   **Course: OPS 301   Service Operations Management**   10 Oct' 2017

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Part A

Answer Any Two of the Following Three Questions   (2 Q x 5 M= 10 Marks)

1. When a customer is delighted and when a Customer is outraged?

2. Name Five of the Six Distinct Characteristics Service Operations?

3. Explain how needs shaped behaviour?

Special Instructions: **Part B Questions are direct from the referred articles.** Your answer must reveal: what has been mentioned in the Article. Be specific and precise in your answer.

Part B

Answer the Following Two Questions: (2 Q x 15 M = 30 Marks)

4. According to the Article "SERVQUAL and Model Service Quality Gaps":
   a. Name at least five of the seven gaps of SERVQUAL model.
   b. What are the five generic dimensions of SERVQUAL model?
   c. How an organization can use SERVQUAL instrument to improve its service delivery process?

5. According to the HBR Article "The Four Things a Service Business Must Get Right":
   a. What are the four critical elements that a service business must get right?
   b. Why is the service experience of customer so important in service operations management?
   c. Explain how employee management, an HRD function, is considered as one of the critical factor of success of service operations management.

Part C

Answer Any Four of the Following Five Questions: (4 Q x 5 M= 20 Marks)

6. Name Five of the Six Ps of Service Operations Management

7. Draw the Input-Output diagram of service operation strategy.

8. Draw and explain the Sandcone Model of service improvement.

9. How to create customer's delight in Service Operations Management?

10. How will you set standard for a new service offering?

*** Good Luck ***