PRESIDENCY UNIVERSITY, BENGALURU
RESEARCH PROGRAMME

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

ENDTERM FINAL EXAMINATION

I Semester AY 2017-18   **Course: MGT 804 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

(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.