PRESIDENCY UNIVERSITY
BENGALURU

SET B

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022
Course Code : MBA4028
Course Name : Service Operations Management
Program : MBA

Date : 10-JAN-2024
Time : 10:00AM - 1:00 PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   **10Q X 3M = 30M**

1. List any three examples of B2C service

(CO1) [Knowledge]

2. Explain the term Service and mention what does it involve?

(CO1) [Knowledge]

3. Recall the meaning of service quality. Give examples

(CO1) [Knowledge]

4. Explain the concept of waiting line

(CO1) [Knowledge]

5. List the four expansion strategies adopted at Global level by service industries

(CO1) [Knowledge]

6. Define Kendall's notation and explain the nomenclature

(CO1) [Knowledge]

7. Distinguish between interpersonal, self and remote service

(CO1) [Knowledge]

8. Explain the concept of servicescapes with examples

(CO1) [Knowledge]

9. Describe briefly what is capacity planning in service

(CO1) [Knowledge]

10. Explain the term waiting time and idle time with respect to a service operation

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTION   **6Q X 7Q = 42M**

11. Discuss the challenges faced by Operations Managers in Service industry

(CO2) [Comprehension]

12. Describe the six Queue Discipline practiced in Services

(CO2) [Comprehension]

13. Describe the various aspects of servicescapes

(CO2) [Comprehension]

14. Explain any four quality tools that is predominantly used in services

(CO2) [Comprehension]

15. Recognize the reasons for failure in service operations

(CO2) [Comprehension]

16. Explain the service demand forecasting methods used popularly in service industry

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   **2Q X 14M = 28M**

17. For the given data in the table make the activity process chart & identify the bottle neck
    Calculate 1. Max processing in a day of 8 hr
    2. System Capacity
    3. Direct Labor content
    4. Rush order flow time
    5. Direct Labor utilization
    6. Throughput time

Activity	Description	Cycle time in minutes
1	Registration	10
2	Document Check	20
3	Payment	10
4	Photo	5
5	Data upload	30
6	Issue	20

(CO3) [Application]

18. A hospital receptionist schedules appointments for her patients for 30 minutes for various work. The table shows the various categories of work along with the time taken and the number of patients. Simulate the hospital work for 3 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

Category of work	Time required	Number of patients
Doctor's consultation	30	40
Pathology	20	15
X Ray	30	15
Dressing	20	10
Small Operation	40	20

(CO3) [Application]