PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023

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

Date : 6-NOV-2023
Time : 10:00AM - 11:30AM
Max Marks : 50
Weightage : 25%

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   (5 X 2 = 10M)

1. State four examples of B2C service

(CO1) [Knowledge]

2. List the various service types that are popular

(CO1) [Knowledge]

3. Describe briefly the three steps of monitoring & controlling service operations

(CO1) [Knowledge]

4. Recall the four expansion strategies adopted by service organizations

(CO2) [Knowledge]

5. Explain briefly any four Queue disciplines

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (3 X 6 = 18M)

6. Explain the major dimensions of Service Quality

(CO1) [Comprehension]

7. In a Bharat petrol pump station the customers arrive at the rate of 20 per hour and they are serviced at the rate of 30 per hour. What is the server utilization and idle time of server in a day of 8 hours working?

(CO2) [Comprehension]

8. Describe Kendall's notation and briefly explain any two models

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION **(2 X 11 = 22M)**

9. Explain the role of operations manager for a service organization in understanding customers and explain the three types of customer relationships that are practiced in service organizations.

(CO1) [Application]

10. Axis Bank has one teller at its city office. It takes the teller an average of 8 min to serve a bank customer. Customers arrive at the counter at the rate of 24 per hour.
The Bank Manager is currently analysing the possibility of adding an additional counter for an annual investment of 10000.
It is assumed that arriving will be equally divided between both counters. The Bank Manager estimates that each minute reduction in customer waiting time would increase the banks revenue by 1000 annually. Should the second counter be installed? Justify your answer by doing cost calculation in each case.

(CO2) [Application]