



**PRESIDENCY UNIVERSITY,
BENGALURU**

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Odd Semester: 2017-18

Date: 2 November 2018

Course Code: OPS 301

Time: 2 Hours

Course Name: Service Operations Management

Max Marks: 40

Branch & Sem: MBA III Sem

Weightage: 20%

Instructions:

- (i) Avoid false numbering
- (ii) Elucidate your answers with suitable illustrations where needed

Part A

Answer **all** the Questions. **Each** question carries **four** marks.

(3x4=12)

Special Instructions: Be specific and precise in your answer.

1. Explain when a customer is delighted and when a customer is outraged?
2. Name four of the six distinct characteristics service operations?
3. Explain how needs shaped behaviour?

Part B

Answer **all** the Questions. **Each** question carries **four** marks.

(3x4=12)

Special Instructions: Be precise in your answer and draw diagram(s) as necessary.

4. According to the Article "Modeling Human Side of Service Delivery":
 - List the human elements that has significant impact on quality of service delivery.
5. According to the Article "SERVQUAL and Model Service Quality Gaps":
 - How an organization can use SERVQUAL instrument to improve its service delivery process?
6. According to the Article "The Four Things a Service Business Must Get Right":
 - Why is the service experience of customer so important in service operations management?

Part C

Answer **all** the Questions. **Each** question carries **four** marks.

(4x4=16)

Special Instructions: Be precise in your answer and draw diagram(s) as necessary.

7. Draw the 'System View Diagram' of service operations management.
8. Name four of the six Ps of service operations management.
9. Draw the diagram of '4 Pillars of service operations management'.
10. Draw the 'Sandcone Model' of service improvement'.

*** Good Luck ***



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Odd Semester: 2018-19

Course Code: OPS 301

Course Name: Service Operations Management

Programme & Sem: MBA & III Sem

Date: 12 January 2019

Time: 3 Hours

Max Marks: 80

Weightage: 40%

Instructions:

- (i) *Avoid false numbering*
- (ii) *Elucidate your answers with suitable illustrations where needed*

Part A

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20)

Special Instructions: *Be specific and precise in your answer.*

1. What are 5 Types of Variability in Service Operations?
2. Name Five of the Six Ps of Service Operations Management.
3. Name the Five of the Six Steps of Building a Service Blueprint.
4. Name the Five of the Seven Components of Building a Service Blueprinting.

Part B

Answer **all** the Questions. **Each** question carries **ten** marks.

(4Qx10M=40)

5. According to the HBR Case "Banihana of Tokyo":

- i. What are the Four salient features of Banihana's Service Operation Design?

4 Marks

- ii. Why others could not replicate Banihana's success.

3 Marks

- iii. Why Banihana of Tokyo offers only 4 food items?

3 Marks

6. According to the HBR Case "Delays at Logan Airport":

- iv. Name the Three solutions that the Author has mentioned in the Case.

3 Marks

- v. What are the merits and limitations of each solution and which of the solution do you would favour the most and why?

(3x2+1=7 Marks)

7. According to the HBR Case “The Ritz-Carleton Hotel Company”:
- i. What are the **3** Key indicators of success of Ritz Carleton? **3 Marks**
 - ii. Why location is important for Ritz Carleton Hotel? **2 Marks**
 - iii. Name the **5** Key Service Quality Indicators of Ritz Carleton? **5 Marks**
8. According to the HBR Case “The Aravind Eye Hospital, Madurai, India.”:
- i. Can the Service Operation model of the Aravind Eye Hospital be replicated by any Cancer Hospital? If Yes, how? If not; Why not? **5 Marks**
 - ii. ‘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? **5 Marks**

Part C

Answer the Questions.

Special Instructions: Draw diagram(s) as necessary. **(5+15=20)**

9. **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:

- i. Draw the Process Flow Diagram of Admission Process of the Proposed Language School. **5 Marks**
- ii. Draw the Service Blueprint Diagram of the Enrollment Service Operations of the Proposed Language School. **15 Marks**

Please do not collaborate and share your idea with anyone.