

Roll No.

Exam Code : J-19

Subject Code—0306

M.B.A. EXAMINATION

(Main/Re-appear Batch 2009-2017)

(Fourth Semester)

SERVICE & OPERATIONS MANAGEMENT

POM-425

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Differentiate between a manufacturing system and a service system.
2. What is aggregate planning ? Briefly discuss the procedure of preparing an aggregate plan.
3. Which type of layout is used in service organisation ? Why ?

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4. What are the elements of physical environment ? How do they impact the service operations ?
5. Discuss the meaning, types and benefits of operations standards in case of services.
6. Elaborate the stages of service delivery system. How can its functioning be improved ?
7. Taking a hypothetical example, illustrate the scheduling for transport management.
8. What is distribution of services ? How is it done ? What are its advantages ?
9. What are the objectives of inventory control ? Can it be applied for services ?
10. Write a note on the services provided by a hospital to the patients.

Section B

Note : Attempt all the questions.

11. Which factors have contributed to the growth of service sector ? Which problems are faced in managing service operations ?

Or

Highlight the importance of location decisions for an organisation. Which factors should be considered for deciding the location of an IT company ? On the basis of these factors suggest three alternate locations. Justify your answer.

12. Explain the advantages and disadvantages of automation. Which problems are faced in introducing automation for services ?

Or

Write a note on the measurement and control of quality of services.

13. What is waiting-line analysis ? What are its benefits ? Which costs are considered in it ?

Or

Write a detailed note on the procedure and benefits of work measurement.