

Roll No. ....

Exam Code : J-19

Subject Code—0329

**M.B.A. EXAMINATION**

(Batch 2018 Onwards for Lateral Entry)

(Fourth Semester)

SERVICE & OPERATIONS MANAGEMENT

POM-425

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all. Q. No. **1** is compulsory. All questions carry equal marks.

**1.** Write short notes on the following :

- (a) Facility layout for services
- (b) Workforce scheduling in service industry
- (c) Disadvantages of automation in service industry
- (d) Key elements of service delivery system
- (e) Issues in inventory control for services

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- (f) Importance of maintenance of services
- (g) Service operations management.

### **Unit I**

- 2. What are the challenges for management that are inherent in a firm's position within the service matrix ? **14**
- 3. What are the objectives and steps in aggregate planning for services ? **14**

### **Unit II**

- 4. What are the major objective of work measurement in service industry ? **14**
- 5. What is the role of safety and physical environment in the case of service industry ? **14**

### **Unit III**

- 6. What are the dimensions of service quality ?  
How do you measure service quality ? **14**

- 7. 'A cost is associated with customer waiting in line and there is cost associated with adding new counters to reduce service time.' Elaborate the statement and write meaning and importance of waiting-line analysis. **14**

### **Unit IV**

- 8. Is there any requirement of product-support services ? Elaborate the advantages of product-support services. **14**
- 9. What do you mean by distribution of services ? Why are channels in distribution of services important ? **14**