

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE – VII : SERVICE OPERATIONS MANAGEMENT
(PRODUCTION AND OPERATIONS MANAGEMENT)

Day : Wednesday
Date : 22/05/2019

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

S-2019-5071

N. B. :

- 1) Attempt **ANY FOUR** questions from Section – **I** and attempt **ANY TWO** questions from Section – **II**.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION - I

- Q. 1** Explain measurement and control of Quality of Services by citing examples. (10)
- Q. 2** Discuss Waiting – Line – Analysis concept with suitable examples. (10)
- Q. 3** Discuss maintenance of Services with suitable examples. (10)
- Q. 4** What is Work Measurement? Explain any one work measurement technique. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Job Design
 - b) Aggregate Capacity Planning for Services
 - c) Challenges in Operations Management of Services
 - d) Production – Support Services

SECTION - II

- Q. 6** What is Service Operations Management? Explain matrix of Service Characteristics. (15)
- Q. 7** Discuss facility location and layout for services by citing examples. (15)
- Q. 8** Discuss Dynamics of Service Delivery System with suitable examples. (15)

* * * * *