

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018
ELECTIVE-V: c) SERVICE OPERATIONS MANAGEMENT (PRODUCTION
MANAGEMENT)

Day: **Thursday**
Date: **07/06/2018**

Time: **02.00 P.M. TO 05.00 P.M.**
Max Marks: 70

S-2018-4599

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 **SEPERATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Discuss the Matrix of Service Characteristics in detail. (10)
- Q.2** Explain the different factors considered while deciding the Facility Location. (10)
- Q.3** Explain the concept and significance of Job Design with respect to Safety and Physical Environment. (10)
- Q.4** How can the quality of services be measured and controlled? (10)
- Q.5** Write short notes on **ANY TWO** of the followings (10)
- a) Scheduling for Services Personnel
 - b) Distribution of Services.
 - c) Operations Standard

SECTION-II

- Q.6** Illustrate the various Inventory Control Techniques in Services Operations Management. (15)
- Q.7** Explain how do the efficient service operations impact the organizational growth? (15)
- Q.8** Discuss the Production Support Services with suitable examples. (15)

* * * * *