

S.D.E.

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M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018
SUBJECT : ELECTIVE – VII : SERVICE OPERATIONS MANAGEMENT
(PRODUCTION AND OPERATIONS MANAGEMENT)

Day : Tuesday
Date : 26/06/2018

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

S-2018-4434

N. B. ;

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

SECTION - I

- Q. 1 Discuss the significance of services operations management in the context of today's industrial environment. (10)
- Q. 2 Explain different factors considered while selecting the facility location. (10)
- Q. 3 Explain the effect of automation on the performance of services organization. (10)
- Q. 4 How can the quality of services be measured and controlled? (10)
- Q. 5 Write a short note on **ANY TWO** of the following: (10)
- a) Work measurement
 - b) Scheduling for vehicles
 - c) Distribution of services

SECTION - II

- Q. 6 Illustrate principles and the practice of 'Maintenance of Services' with suitable examples. (15)
- Q. 7 Elaborate the recent developments in the 'Service Operations Management'. (15)
- Q. 8 "Service Organizations play a major role in overall development of Nation". Critically evaluate the statement with respect to Services Operations Management. (15)

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