S.D.E.

M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018

SUBJECT : ELECTIVE – V : SERVICE OPERATIONS MANAGEMENT (PRODUCTION MANAGEMENT)

Day : Saturday **W-2018-4775** Time : 02.00 PM TO 05.00 PM
Date : 08/12/2018 Max. Marks : 70

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 Discuss Production Support Services with suitable examples. **(10)**

Q. 2 Explain Scheduling for Services Personnel and vehicles with suitable examples. **(10)**

Q. 3 Discuss Dynamics of Service delivery system with suitable examples. **(10)**

Q. 4 What is Job Design? State its objectives. **(10)**

Q. 5 Write short notes on **ANY TWO** of the following: **(10)**

a) Matrix of Service Characteristics

b) Aggregate Capacity Planning for Services

c) Waiting – Line Analysis

d) Maintenance of Services

SECTION - II

Q. 6 Explain Inventory Control for Services by citing examples. **(15)**

Q. 7 Discuss challenges in Operations Management of services with suitable examples. **(15)**

Q. 8 What do you mean by Layout for Services? In order to achieve sound layout for services, explain in detail the scientific step-by-step procedure that must be followed. **(15)**

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