

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017
ELECTIVE-V: c) SERVICE OPERATIONS MANAGEMENT (PRODUCTION
MANAGEMENT)

Day: **Saturday**
Date: **23/12/2017**

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

W-2017-4408

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.
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SECTION-I

- Q.1** Explain the importance of services operations management in the advancement of industrial growth. (10)
- Q.2** Explain the various Layouts for Services with suitable examples. (10)
- Q.3** Explain work measurement with respect to services operations management. (10)
- Q.4** Elaborate the dynamics of services delivery system. (10)
- Q.5** Write short notes on **ANY TWO** of the followings (10)
- a) Waiting Line Analysis
 - b) Distribution of Services
 - c) Effect of Automation

SECTION-II

- Q.6** “Inventory Control is critical in services organization” Comment. (15)
- Q.7** Explain the significance of maintenance of services with appropriate examples. (15)
- Q.8** Discuss the services operations at any Fast Food Joint (e.g. Pizza Hut) in details. (15)

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