

**S.D.E.**

**M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017**  
**SUBJECT : ELECTIVE – VII : SERVICE OPERATIONS MANAGEMENT**  
**(PRODUCTION AND OPERATIONS MANAGEMENT)**

Day : **Friday**  
Date : **29/12/2017**

Time : **02.00 PM TO 05.00 PM**  
**W-2017-4243** Max. Marks : 70

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**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.
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**SECTION - I**

- Q. 1** Describe the matrix of service characteristics in detail. **(10)**
- Q. 2** Discuss the factors affecting facility location decision for a service industry. **(10)**
- Q. 3** Explain work measurement with respect to the services operations management. **(10)**
- Q. 4** Examine the significance of control of quality in the services. **(10)**
- Q. 5** Write a short note on **ANY TWO** of the following: **(10)**
- a) Scheduling for service personnel
  - b) Distribution of Services
  - c) Operations Standards

**SECTION - II**

- Q. 6** Explain the significance of 'maintenance of services' with suitable examples. **(15)**
- Q. 7** Discuss the service operations of any hospitality establishment (restaurant or hotel) of your choice. **(15)**
- Q. 8** "Managing Operations in services industry is critical; what is required is a careful planning and even more careful execution". Discuss. **(15)**

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