

S.D.E.
M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017
SUBJECT: Elective-VII: c) SERVICE OPERATIONS
MANAGEMENT (PRODUCTION MANAGEMENT)

Day: **Friday**
Date: **15/12/2017**

W-2017-4311

Time: **10.00 A.M. TO 01.00 P.M.**
Max Marks: 70

N.B:

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

SECTION-I

- Q.1** What do you mean by Work Measurement? Explain the importance of work measurement? (10)
- Q.2** Explain Inventory Control for Services with suitable examples. (10)
- Q.3** Discuss Waiting- Line Analysis concept by citing examples. (10)
- Q.4** Explain measurement and control of quality of services with suitable examples. (10)
- Q.5** Write short notes on any **TWO** (10)
- a) Challenges in operations management of services
 - b) Aggregate Capacity Planning for services
 - c) Maintenance of services
 - d) Dynamics of service delivery system

SECTION-II

- Q.6** Discuss distribution of services with suitable examples. (15)
- Q.7** Discuss scheduling for services personnel and vehicles by citing examples. (15)
- Q.8** Is layout design different for a service organization and manufacturing organization? Justify your answer with examples. (15)

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