B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)
B.Tech. (CSBS) Sem - VIII :SUMMER- 2022
SUBJECT : SERVICES SCIENCE & SERVICE OPERATIONAL MANAGEMENT

Day : Tuesday

Date : 14-06-2022   **S-20489-2022**

Time : 02:30 PM-05:30 PM

Max. Marks : 60

N.B.:
1) All questions are **COMPULSORY**.
2) Figures to the right indicate **FULL** marks.
3) Draw neat labelled diagrams **WHEREVER** necessary.

Q.1 What are the different service encounters and why are they important for a service industry? Illustrate. **(10)**

OR

Q.1 What is the role of service in economy and society while giving emphasis on Indian service sector? **(10)**

Q.2 Define the term good dominant logic to service dominant logic and illustrate its importance in line to value co- creation to the industrial analysis. **(10)**

OR

Q.2 Discuss, how service blue printing be used in developing a new service with suitable examples. **(10)**

Q.3 Illustrate the various methods to recover from service failures with appropriate examples. **(10)**

OR

Q.3 What is Huff's Retail Model? Explain its importance for facility locations and role of Service Scape in layout design. **(10)**

Q.4 Explain the features and significance of different types fo inventory models in services. **(10)**

OR

Q.4 What is meant by demand forecasting? What factors do influence the demand for service? Analyze it with one of the demand forecasting methods. **(10)**

Q.5 Define the term service supply relationship and how does it help in preparing the strategies and managing suppliers of services. **(10)**

OR

Q.5 Enumerate the different strategies for managing suppliers of service with examples of any industry you are familiar with. **(10)**

Q.6 Services innovation has positive impact on services productivity. Elaborate with suitable examples. **(10)**

OR

Q.6 Discuss the role of technology in service innovation with examples from industry. **(10)**

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