



QP CODE: 23701558



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Reg No : .....

Name : .....

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2023**

**Third Semester**

Faculty of Management Science

**ELECTIVE - MB830305 - SERVICE OPERATIONS MANAGEMENT**

2019 Admission Onwards

07F5E607

Time: 3 Hours

Maximum Marks: 60

**Part A**

*Answer any **five** questions. Each question carries 2 marks.*

1. Why did you say that service is inseparable?
2. What is service experience?
3. Which are the different methods of service design?
4. Define process layout strategy .
5. Define the concept Yield management .
6. What is DEA ?
7. What is the role of technology in service marketing?

(5×2 = 10 Marks)

**Part B**

*Answer any **five** questions. Each question carries 6 marks.*

8. Explain the service process with an illustration .
9. Explain the importance and problems of maintaining quality and consistency in services.
10. Distinguish between offshoring and outsourcing of services with examples.
11. How is positioning in service is different from positioning in goods. Justify your answers with reasonable data.
12. "Customer satisfaction is the key for a successful service operations management". Discuss.





13. Briefly explain about the various performance measurement tools used in measuring productivity of services with example..
14. Positioning is battle for the consumer's mindshare. Discuss the relevance of positioning in modern marketplace.

(5×6 = 30 Marks)

### **Part C**

*Answer any **two** questions. Each question carries **10** marks.*

*Question number 17 is compulsory .*

15. Discuss the strategies to improve service experience ? Elucidate with an illustration .
16. Explain service facility location with suitable example .

### **Compulsory Question**

17. Compare and contrast the service level components in a hospital and a health care centre  
(2×10 = 20 Marks)

