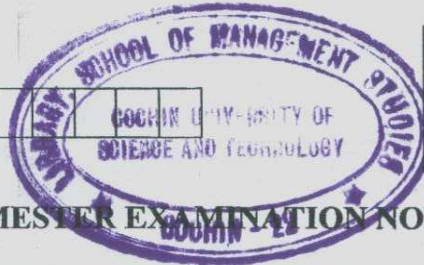


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**B**

**MBA (FT)/ MBA (IB)/MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2014**

**SMS 2305/ SMI 2310 /SMT 2306 SERVICE OPERATIONS MANAGEMENT  
(2012 Scheme)**

Time: 3 Hours

Maximum Marks: 50

**PART A**  
(Answer *ALL* questions)

(5 × 2 = 10)

1. Explain briefly the concept of service.
2. Discuss briefly the types of supply relationships.
3. What is Off-shoring? Is it the same as outsourcing?
4. What is DEA (Data Envelopment Analysis)? Enumerate its uses in service operations management?
5. What do you mean by inventory management, in the service operations management context?

**PART B**  
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Describe the peculiar features of service operations management. What are its challenges?
7. Discuss different types of services and service processes.
8. Explain the relevance and significance of SCM in service operation management.
9. Discuss the role of six sigma in service process improvement.
10. Write a note on new service development.
11. Explain the role of service guarantees in driving service improvements.
12. Write a note on capacity management in service operations.

**PART C**  
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Discuss the service experience and outcomes in respect of (i) a holiday resort (ii) a new generation bank (iii) a fast food restaurant (iv) a management consultancy firm.
14. What are the factors that you would consider while selecting the site for a holiday resort in Kerala?
15. As the business executive of a five star restaurant how do you assess the customer satisfaction of your customers? What are the major service quality factors that you would consider?