



MBA (C) III/11.15.0883

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**MBA (FT)/MBA(IB)/MBA(TT) DEGREE III SEMESTER EXAMINATION  
NOVEMBER 2015**

**SMS 2305/SMI 2310/SMT 2306 SERVICE OPERATIONS MANAGEMENT  
(Regular and Supplementary)**

Time: 3 Hours

Maximum Marks: 50

**PART A**

(Answer *ALL* the questions)

(5 x 2 = 10)

1. Enunciate the concept of service, with special reference to tourism service.
2. What is customer segmentation? Enumerate the customer segments in a typical tourism industry, pointing out the criteria for and benefits of such segmentation.
3. Enumerate the steps you would follow for development of a new tourism product.
4. What do you mean by the concept, service recovery and service guarantee?
5. What do you mean by inventory management in the context of tourism industry?

**PART B**

(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. In what way services are different from manufactured products? Discuss.
7. Explain the different types of service processes.
8. Describe a typical supply chain that is applicable in the hotel industry.
9. Describe the relationship between customer satisfaction and service quality.
10. Discuss the concept and relevance of six sigma in the context of tourism industry.
11. Explain briefly the features of service operations management.
12. Explain the concept of yield management and its significance.

**PART C**

(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. Explain the factors influencing site selection in the context of tourism services. Discuss the significance of facility design.
14. Discuss the significance of relationship management in today's tourism industry.
15. Write short notes on (i) Off shoring (ii) Outsourcing (iii) Data envelopment analysis.

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