

MBA (TT) IV/05.14. 0365



B

**MBA (TRAVEL AND TOURISM) DEGREE IV SEMESTER EXAMINATION
MAY 2014**

**SMT 2407 SERVICE OPERATIONS MANAGEMENT
(2012 Admissions)**

Time: 3 Hours

Maximum Marks: 50

(Answer *ALL* questions)

(5 × 2 = 10)

1. What is service delivery system?
2. What is inventory management?
3. What is total quality management?
4. What is service process?
5. What is customer relationship management?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. What is service innovation?
7. How will you identify gaps in service quality?
8. How can we develop service quality culture among employees in tourism industry?
9. What are the advantages of data development analysis?
10. Discuss the strategies for managing bottle necks and ques.
11. Discuss the interface between front office and back office in hotel industry.
12. Explain the relevance of supply chain management in tourism.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Discuss strategies for matching customer expectation and customer satisfaction using service quality factors.
14. Discuss the need for process analysis in services.
15. Elucidate the process involved in new service development.
