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MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2016

SMT 2306 SERVICE OPERATIONS MANAGEMENT

Time : 3 Hours

Maximum Marks : 50

PART A
(Answer *ALL* questions)

(5 × 2 = 10)

1. Distinguish between customer and consumer.
2. What is supply chain management?
3. What is back office?
4. What is yield management?
5. What is derived demand?

PART B
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. List out the characteristics of Service Product.
7. Identify the customer retention practices in hotel industry.
8. What is service quality management?
9. Discuss multi-site service life cycle.
10. How franchising is done in restaurant sector?
11. What is internet marketing?
12. State how internet is used for developing good customer service.

PART C
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. What is inventory management? Discuss its significance in hotel sector.
14. Discuss the steps involved in site selection for demand sensitive services.
15. Elucidate methods for measuring projects success.
