


<b>Name:</b>			
<b>Enrolment No:</b>			
<div>UPES</div> <div>End Semester Examination, May 2025</div>			
<b>Programme Name : INT-BBA-MBA</b>		<b>Semester : 3rd Year Sem VI</b>	
<b>Course Name : Service Operations</b>		<b>Time : 03 hrs</b>	
<b>Course Code : LSCM3019P</b>		<b>Max. Marks: 100</b>	
<b>No. of page(s) : 03</b>			
<div>SECTION A</div> <div>10Qx2M=20Marks</div>			
S. No.		Marks	CO
Q 1	<div>Mention statement True or False</div> <div><div>1. Resource planning in service operations should prioritize cost minimization above all else, even if it means compromising service quality or customer satisfaction.</div><div>2. Capacity planning is irrelevant to service organizations, as services are intangible and do not require physical production capacity.</div><div>3. The primary goal of queuing theory is to eliminate waiting lines entirely in service systems.</div><div>4. Technology plays a limited role in service layout design, as it focuses primarily on virtual interactions rather than physical spaces.</div><div>5. A well-designed service layout can improve employee morale, reduce stress, and enhance productivity.</div><div>6. Process improvement should focus solely on internal process metrics without considering customer feedback or external benchmarks.</div><div>7. The intangible nature of services makes it easier to measure service quality using traditional quality control methods.</div><div>8. Customer Relationship Management (CRM) systems can hinder customer satisfaction by creating a generic and impersonal service experience.</div><div>9. Real-time analytics can predict future customer behavior with 100% accuracy, eliminating the need for human judgment or intervention.</div><div>10. E-service can expand market reach, enhance customer convenience, and enable new service offerings.</div></div>	20	CO1
<div>SECTION B</div> <div>4Qx5M= 20 Marks</div>			
Q 2	Explain how service operations can be directly linked to desired business outcomes. What are the key challenges in establishing and maintaining this link?	5	CO2

Q 3	Explain how benchmarking can help service organizations identify areas for improvement and enhance their competitiveness.	5	CO2
Q 4	Discuss the different types of benchmarking and provide examples of how service organizations can apply each type.	5	CO2
Q 5	Explain how simulation techniques can be used to analyze and improve service delivery processes.	5	CO2

**SECTION-C**  
**3Qx10M=30 Marks**

Q 6	Compare and contrast Business Process Reengineering (BPR) with Lean Thinking as approaches to operational improvement.	10	CO3
Q 7	Explain how "e-service" and "information systems" are transforming the delivery and management of services.	10	CO2
Q 8	Compare and contrast the "level capacity" and "chase capacity" strategies for managing service capacity.  OR  Explain how demand management strategies can help service organizations optimize capacity utilization.	10	CO4

**SECTION-D**  
**2Qx15M= 30 Marks**

## **Case: The Evolving Landscape of Hospitality Service Delivery.**

### **Introduction**

The hospitality industry has undergone a significant transformation in recent years, driven by technological advancements, changing consumer preferences, and global economic trends. As consumers become increasingly demanding and sophisticated, hospitality businesses must adapt to stay competitive. This case study delves into the key trends shaping the hospitality industry and explores how businesses can leverage these trends to deliver exceptional service experiences.

### **Key Trends Shaping the Hospitality Industry**

#### **1. Technology-Driven Innovation:**

- **AI and Automation:** The increasing adoption of AI-powered chatbots, virtual assistants, and robotic automation is revolutionizing guest experiences and operational efficiency.
- **Mobile Technology:** Mobile apps and mobile check-in/checkout are becoming standard features in many hotels and resorts.
- **IoT:** Internet of Things (IoT) devices are being used to create smart rooms and enhance guest comfort and security.

#### **2. Personalization and Customization:**

- **Tailored Experiences:** Hospitality businesses are focusing on delivering personalized experiences based on individual guest preferences and past behavior.

- **Data Analytics:** Leveraging data analytics to understand guest preferences and tailor services accordingly.
- **Customization Options:** Offering a wide range of customization options, from room preferences to dining experiences.
- 3. **Sustainability and Ethical Consumption:**
  - **Eco-Friendly Practices:** Implementing sustainable practices, such as reducing waste, conserving energy, and sourcing local ingredients.
  - **Ethical Sourcing:** Prioritizing ethical sourcing of products and services.
  - **Social Responsibility:** Supporting local communities and charitable initiatives.
- 4. **Experiential Hospitality:**
  - **Unique Experiences:** Creating memorable experiences that go beyond traditional accommodation and dining.
  - **Immersive Experiences:** Offering immersive experiences, such as cultural tours, cooking classes, and wellness retreats.
  - **Theming and Branding:** Developing strong brand identities and unique themes to attract guests.

### Challenges and Opportunities

The hospitality industry faces several challenges, including:

- **Rising Costs:** Increasing labor costs, energy prices, and supply chain disruptions.
- **Talent Shortages:** Difficulty in attracting and retaining skilled workers.
- **Economic Uncertainty:** Economic downturns and geopolitical events can impact travel and tourism.

However, these challenges also present opportunities for innovation and growth. By embracing technology, personalization, sustainability, and experiential hospitality, businesses can differentiate themselves and thrive in a competitive market.

### ANSWER BELOW QUESTIONS

Q 9	<p><b>How can hospitality businesses leverage technology to enhance guest experiences and operational efficiency?</b></p> <p><b>OR</b></p> <p><b>How can hospitality businesses balance sustainability goals with profitability?</b></p>	15	CO4
Q 10	<p><b>What are the future trends in hospitality service delivery, and how can businesses prepare for them?</b></p> <p><b>OR</b></p> <p><b>Develop a strategy for a hotel chain to implement a sustainable initiative that enhances guest experience and reduces environmental impact.</b></p>	15	CO4