

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN
End Sem Examination –May 2017

Name of the Program: MBA (General)

Subject: Service Operations Management (MBCQ733)

Max. Marks : 100

Duration : 3Hrs

This question paper has 3 page(s).

This paper has 4 sections.

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Section A (20 Marks)

Note: Solve all questions of one section together.

Write True or false with reasons (four marks each) (1 for True and false, and 3 for reason)

1. Flexible staffing is not advised in Chase level strategy.
2. It is ambiguous that inventory is required in a service firm
3. The Gap between adequate service level and expected service level should be minimized.
4. There is only one model to service quality
5. low contact services require high standardization.

Section B (Solve any four) (Five Marks each) 20 Marks

1. What is 'Yield Management'?
2. Capacity management in a service firm.
3. Why delivery of service is important?
4. What are five components of strategy for service
5. Explain the concept of SERV-QUAL for measuring service Quality.

Section C (Solve any two Questions) (15 Marks Each) : 30 Marks

Question1 : Discuss the differences between level strategy and chase strategy for capacity Management.

Question 2: Discuss how lean can be implemented for the service operation management.what precaution should be taken with reference to manufacturing .

Question 3: Explain how a customer forms his/her expectations ? What are the criteria on which the expectations of service from a Hospital are made?

Section D (30 Marks)

Question 1: Compare Healthcare, Lawoffice , Education for seven categories waste described in Lean for service. Arrange your answer in table format with following structure i.e. in seven rows. After writing precisely in cells give explanation if required to clarify your answer.

Categories of Waste	Healthcare	Lawoffice	Education