



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2021**

**Course:** Service Operations

**Semester:** III

**Program:** MBA (Operations)

**Duration:** 3 Hrs.

**Course Code:** LSCM 7011

**Max. Marks:** 100

**Instructions:** Do as directed in each section.

Q.1	Section A (Answer all questions)	20 Marks	COs
(i)	Volunteering to clean a public place is a _____ service. [Direct / Indirect]	2	CO1
(ii)	Services can be patented as intellectual property. [True / False]	2	
(iii)	The level of customization is _____ in professional services. [low/medium /high]	2	
(iv)	Service operations management is crucial to control the labor costs. [True / False]	2	
(v)	What is a service request? [Answer in one line.]	2	
(vi)	Franchisees have to pay a fee termed as _____ to the franchisor.	2	
(vii)	A Global Business Services model does _____. a) Consolidation of support functions into a common environment b) Addition of more processes into Global Business Services c) None of these d) Both of these	2	
(viii)	How well did we deliver the service by using _____ and _____. [Fill the blanks by using two words from: Effort, Effect, Quality, Quantity]	2	
(ix)	_____ allow companies to pool information in a single report, to provide information into service and quality in addition to financial performance, and to help improve efficiencies.	2	
(x)	List 3 types of service providers.	2	
Q.2	Section B (Answer all questions)	20 Marks	COs
(i)	Define and classify services. Explain the basis of classification.	5	CO2
(ii)	List the currently dominating trends in the service sectors.	5	CO2
(iii)	Write a short note on ‘Service Package’.	5	CO1

(iv)	Distinguish 'customer service' from 'customer care' and describe with examples.	5	CO2
<b>Q.3</b>	<b>Section C</b> <b>(Answer all questions)</b>	<b>30</b> <b>Marks</b>	<b>COs</b>
(i)	Explain the role of technology in services with special focus on 'information technology'.	10	CO2
(ii)	Explain the relation between product-related services and process-related services by putting both lists side by side.	10	CO2
(iii)	Explain 'Design for Services' as a sustainable approach in business. <b>OR</b> Use the concept of 'design for serviceability' for a new service design.	10	CO3
<b>Q.4</b>	<b>Section D</b> <b>(Answer all questions)</b>	<b>30</b> <b>Marks</b>	<b>COs</b>
(i)	Write short notes in the light of sales and service applications: a) Customer service benchmarking b) Service encounter c) Service flow	15	CO4
(ii)	Differentiate and describe the 'inspection' and 'assurance' of Service Quality towards customers of any business. <b>OR</b> Define 'Service Quality'. Describe how SERVQUAL is used for the measurement of service quality in hospitality sector.	15	CO4