


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2023

Course: Service Operations

Program: MBA (OM)

Course Code: LSCM 8032P

Semester: III

Time: 03 Hrs.

Max. Marks: 100

SECTION A
10Qx2M= 20 Marks

S. No.		Marks	CO
Q 1	<i>Explain following in one or two lines.</i>		
1.1	Service Characteristics	2	CO1
1.2	Value	2	CO1
1.3	Strategy	2	CO1
1.4	Service Design	2	CO1
1.5	Service Network	2	CO1
1.6	IT-enabled Services	2	CO1
1.7	Balance Scorecard	2	CO1
1.8	Bottlenecks	2	CO1
1.9	TQM	2	CO1
1.10	Service Process	2	CO1

SECTION B
4Qx5M= 20 Marks

2.1	Classify various type of services.	5	CO2
2.2	How goods & services production and consumption different?	5	CO2
2.3	Differentiate application areas of technology in services.	5	CO2
2.4	Customer Care vs. Customer Service	5	CO2

SECTION-C
3Qx10M= 30 Marks

3.1	Discuss the reasons for the increase in demand of services and their international trade. Throw light on trends in service globalization.	10	CO3
3.2	Give an overview of factors affecting location selection for services. Also briefly introduce the quantitative methods used for location selection.	10	CO3
3.3	Describe the factors that lead to the design and development of new services.	10	CO3
SECTION-D 2Qx15M = 30 Marks			
4.1	<p>A service firm uses a fixed-quantity system where the inventory position of each item is updated after every transaction. The firm operates 52 weeks per year. One of the items has the following characteristics:</p> <p>Demand = 19,500 units/year Ordering Cost = \$ 25 / order Holding Cost = \$ 4 / unit / year Lead Time = 2 weeks</p> <p>(a) Calculate the EOQ for this item (b) For these policies, what are the annual costs of holding the cycle inventory and placing the order?</p>	15	CO4
4.2	Review any service sector of your choice – differentiating characteristics/features, economy/growth, technology status, regulatory/statutory body, future scope.	15	CO4