

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2014-16)**  
**Fifth Semester Examination January 2016**

<b>Subject</b>	<b>Services Operations Management - II</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>16.01.2016</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

Do not commit if you cannot deliver

Mobile broadband USB device along with a prepaid plan - unlimited download for Rs. 600/- a month (\*excluding live streaming, YouTube) on 23-01-2011. Additional offer: On purchase of a post paid plan, an offer of one month's free internet service.

Actual Service provided:

The USB was supposed to be activated within three hours; however, it did not get activated at all. As a result, I contacted the customer care call centre of the mobile service provider on 24-01-2011. I had to make seven calls and reiterate my grievances before they could identify the problem. I was informed on the seventh call that the service was barred as I had exceeded my credit limit.

I explained to them that this was not possible as:

- 1) The service was never activated, so there was no question of exceeding the credit limit.
- 2) One month's usage was offered as free of charge.

However, the call centre did not have full knowledge about the offers on the product and their response remained that I had to pay the bill (which was never generated or sent!) as I had exceeded my credit limit and for any further details, I must visit their customer care centre from where I had purchased the USB device.

I sent a mail to the customer care on 25-01-2011 and received an auto-generated mail, but no further response. As the office was open only until 7 pm, I could visit them only on Saturday, a week after the purchase, i.e., on 29-01-2011. Unfortunately, their server was down and I had to wait for two hours to get any response from the customer service personnel.

I was informed then that my bill cycle was fixed for 7<sup>th</sup> of every month. So, free service of one month was only until 7<sup>th</sup> of the next month! I was in a fix because if I terminated the service it would be a total loss to me as I had already invested Rs. 1800/- to purchase the USB wireless device.

Solutions offered by them after two hours were:

- 1) They would extend the free service offered to two months as a complimentary offer for the inconvenience caused.
- 2) They would start the service after two hours!

- a. Please do an analysis from service failure and recovery perspective view.
- b. What are the service gaps which you have seen in the above situation?
- c. What is the message you would like to give it to the service providers?
- d. Could you any service recovery effort by the service provider. Please share your views.

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Please mention some of the reasons for the growth of services industry in India.
- b) Do you feel role of operations management is becoming even more challenging? What according to you are some of the challenges being faced by Operations Manager?
- c) Please spell out the difference between a service product and a physical good.

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Please elaborate on some factors which are critical for the success of service industry.
- b) It is observed that top management has started focusing a lot on services aspect. Can you please throw some light on the statement?
- c) You are familiar with the term after sales services. Please share the five point formula for after sales services excellence.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Do you feel that services can create better revenues for manufacturing units.
- b) Explain different levels of service products.
- c) Explain the concept of service recovery design ?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Service gap models have helped many industries to fund out probable gaps. Please explain the model which you know the best.
- b) Write down two major factors which affect service recovery?
- c) Explain the role of technology in services operations.

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What could be some of the important causes for the gaps in services?
- b) How would identify location for a hospital ? Can we use some model keeping in mind emergency as an important parameter.
- c) Do you feel is it worth investing in technology especially when technology keeps on changing so fast? Justify .

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain how business can benefit out of service design ?
- b) Some services organization are asking their customers to share their problems. Some of them and asking customers to raise complains . Do you feel this is a good method of customer engagement?
- c) What are some of the important factors in managing