

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

Subject	Services Operations Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	13.01.2016

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

Q1) 20 Marks (Compulsory)

Maruti Suzuki car had undergone major road accident at Mulund eastern express highway. Post accident car was taken to authorized service center for repairs. Initially quotations given by the service provider was as below based on the survey done by the surveyor:

Price quoted by the surveyor : Rs 36000.00 plus taxes
Delivery : 15 days approx.

However once the car was handed over to the service center for repairs there was a huge difference in both the price and delivery schedule.

The price was quoted as Rs.90000.00 and delivery was after 40 days from the date of receipt of vehicle.

Some of the reasons which were given by the works manager are as below:

Internal parts got damaged.

Critical parts which could be seen during inspection are not functioning. Etc

1. What do you feel about this particular incidence?
2. What types of service failure gaps are visible?
3. Please suggest suitable measures to reduce the gaps.
4. What you would have done if you were a customer?

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) 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) We are planning to bring services and manufacturing together . What is your opinion?
- c) Technology in service operations is unavoidable if we wish to deliver mass services. What are your views?

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

- a) What are some of the important factors which influence the service quality?
- b) How would you identify a location for a fast food service restaurant?
- c) Do you agree that service blueprinting will help designers for creating better services design?

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

- a) Explain new service product development process.
- b) Please your idea about a service failure with a suitable example.
- c) Try and create a new service product based on the market needs and follow the design process.

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

- a) Explain the concept of service as a product with a suitable example.
- b) Explain the concept of service quality.
- c) Write down two major factors which affect service recovery?

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

- a) Imagine that you are waiting in queue to buy a railway ticket. You observe that your queue is not moving. What goes in your mind during that time?
- b) Suggest few ways of engaging the people in the queue when they are waiting for their turn.
- c) Do you agree that when customers are in pain and if you help them during that time , chance that they will come back to you are high. What do feel?