

Jagan Institute of Management Studies
End-Term Examination, December 2017 – January 2018
Trimester V – PGDM 2016-18

Service Operations Management
ET_PG_SOM_3012

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any SEVEN questions. All questions carry equal marks.

- Q 1** a) Operations managers always prefer to measure performance. What are the main purposes of performance measurement?
b) Managing customers is as critical as managing staff. In managing customers what are the roles of customers and what are the customer management issues? **10**
- Q 2** a) Servicescape is an integral part of service processes. How does it influence the service process?
b) Distinguish between valuable and not-so-valuable customers. **10**
- Q 3** a) What is benchmarking in performance measurement? How does it help organizations?
b) Lean Thinking is essential for supply chain improvement. Comment. **10**
- Q 4** What is service operations management? Explain the responsibilities and challenges of service operations manager. **10**
- Q 5** Define service concept. How do managers use it as a strategic tool? **10**
- Q 6** There are two types of services: focused and unfocused. Explain them and explain how do you achieve the benefits of focused and unfocused service operations? **10**
- Q 7** Define customers and discuss customer segmentation. Why customer segmentation is beneficial for an organization? **10**
- Q 8** Explain the philosophy of customer quality. What are the factors that cause mismatch between expectation and service delivery? **10**
- Q 9** What do you understand by customer satisfaction? How do you assess customer satisfaction? What are the problems associated with assessing customer satisfaction? **10**
- Q 10** Explain the concept of purchasing or procurement function. What is the criterion of supplier selection? **10**
