

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM 2015-17

Service Operations Management
ET_PG_SOM_2612

Time: 3 Hrs.

M. Marks: 70

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

- Q 1** a) Explain the concept of service experience. What are the components of service experience?
b) The process of judging the success of a service operation includes customer value, brand value, financial contribution and organizational contribution. Discuss them. **10**
- Q 2** a) Define service concept and discuss its various components.
b) Both focused and unfocused service operations are equally important for a service operations organization. Comment. **10**
- Q 3** a) For understanding customers it is essential to classify them. If yes then enumerate various classifications of customers.
b) Understanding customer segmentation is crucial for service operations managers. Discuss various types of customers. **10**
- Q 4** a) What is customer retention? How will you measure customer retention?
b) What is customer relationship? Which one of them is more important? **10**
- Q 5** Distinguish between customer satisfaction, service quality and confidence. **10**
- Q 6** What is service supply chain? As a manager how would you manage your service supply chain? **10**
- Q 7** What is service level agreement (SLA)? What are its advantages and disadvantages? **10**
- Q 8** What are front and back office processes? Explain various dimensions of these processes. **10**
- Q 9** What are the pressures service providers faces? What measures should be taken to improve performance under pressures? **10**
- Q 10** Explain the concept of service benchmarking. How it helps an organization to improve its efficiency? **10**
