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Total No. of Pages : 02

Total No. of Questions : 18

BBA (SIM) (Sem.-4)
SERVICE OPERATIONS MANAGEMENT
Subject Code : BBASM-402-18
M.Code : 77430

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTIONS-B** consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

Define the following terms :

1. Functions of operations management
2. Service design
3. Production management
4. Layout
5. Facility
6. Service delivery
7. Service Capacity
8. Queuing
9. Strategy
10. Service level

SECTION-B

UNIT-I

11. What are the components of production management?
12. What do you mean by facility location? What are the factors affecting facility location?

UNIT-II

13. Define Service Strategy. What are the main components of service strategy?
14. What do you mean by positioning? Why is service positioning essential for a service firm?

UNIT-III

15. What is the term for technology use for services? Why is service technology important?
16. What is Work Measurement and its objectives?

UNIT-IV

17. How do you implement capacity management? Explain with the help of suitable examples.
18. Explain various tools and techniques used for process improvement.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.