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Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem. – 4)

SERVICE OPERATIONS MANAGEMENT

Subject Code: BBASM-402-18

M Code: 77430

Date of Examination: 15-12-2022

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. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Define the following terms:

- a) Functions of production management
- b) Service quality
- c) Operations management
- d) Process layout
- e) Process
- f) Service demand
- g) Service Capacity
- h) Queuing
- i) Strategy
- j) Standard time

SECTION-B

UNIT-I

2. What are the functions of production and operations management?
3. What is capacity requirements planning? What are the steps in capacity planning?

UNIT-II

4. What is the purpose of service strategy? How do you develop a service strategy?
5. What are the different approaches used for positioning services?

UNIT-III

6. What is service technology? How does technology help customer service?
7. What are the work measurement techniques? Explain with the help of suitable examples.

UNIT-IV

8. Why is capacity management important? Explain the responsibilities of capacity management.
9. What is a waiting line? How do you manage queues?

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