Register No.: .... Name.: ....

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), FEBRUARY 2022

(2020 Scheme)

Course Code :   **20MBA281**

Course Name: **Services & Operations Management**

Max. Marks :   **60**   **Duration: 3 Hours**

PART A

(Answer all questions. Each question carries 2 marks)

1. What do you mean by Open-Systems View of Services?
2. What are various sources from where ideas for new service innovations can originate?
3. What is services encounter triad?
4. Explain how Delphi method is used in forecasting?
5. What is Inventory Management in services?

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Based on the level of sophistication, what are the different categories of automation in service delivery
7. How do you identify the gaps in service quality?
8. a) Write equations for the Euclidian and metropolitan metric approach used to measure travel distance.

   3 marks

   b) A pizza delivery service has decided to open a branch near off-campus student housing. The project manager has identified five student apartment complexes in the northwest area of the city, the locations of which, on an xy coordinate grid in miles, are C1 = (1, 2), C2 = (2, 6), C3 = (3, 3), C4 = (4, 1), and C5 = (5, 4). The expected demand is weighted as w1 = 5, w2 = 4, w3 = 3, w4 = 1, and w5 = 5. Using the cross-median approach, recommend a location for the pizza branch that will minimize the total distance traveled.

   7 marks

9. Define the several strategies used for managing capacity
10. What are the benefits and issues under franchising?

PART

(Compulsory question, the question carries 20 marks)

11. Answer all three sub-sections

    a)   Explain the several factors that influence facility design in detail

    10 marks

b)   In a self-service store with one cashier, 8 customers arrive on an average of every 5 mins. and the cashier can serve 10 in 5 mins. If both arrival and service time are exponentially distributed, then determine the average number of customers waiting and the expected waiting time in the queue.

4 marks

c)   Draw some light on the challenges faced by a firm undertaking globalization.

6 marks

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