

Roll No. 

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

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.**