

**DEPARTMENT OF MANAGEMENT STUDIES**

**QUESTION BANK**

**III SEMESTER**

**BA5029 –SERVICES OPERATIONS MANAGEMENT**

**Regulation – 2017**

**Academic Year 2019 - 2020**

*Prepared by*

**Dr.Radha Ganesh Kumar – Asst. Professor(Sel.Grade)**

**Ms.V.Selvalakshmi – Asst. Professor(O.G)**

## DEPARTMENT OF MANAGEMENT STUDIES QUESTION BANK

**SUBJECT : SERVICES OPERATIONS MANAGEMENT,**

**SEM / YEAR : III Semester / II Year**

### UNIT – I – INTRODUCTION

Services – Importance, role in economy, service sector – growth; Nature of services -Service classification , Service Package, distinctive characteristics , open-systems view; Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies - Environmental strategies.

### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What is the meaning of services in ?	Level 1	Remembering
2	Distinguish between goods and services.	Level 2	Understanding
3	Identify the meaning of service package.	Level 3	Applying
4	Classify Services.	Level 4	Analysing
5	Develop service package for a .	Level 5	Evaluating
6	Interpret the need for providing value needed services.	Level 6	Creating
7	Define strategic services vision.	Level 1	Remembering
8	Explain the concept of customer as a co-producer.	Level 2	Understanding
9	How would you show your understanding on unique characteristics of services?	Level 3	Applying
10	What conclusion can you draw on open system view?	Level 4	Analysing
11	How service operation management is related to standard of living of people?	Level 5	Evaluating
12	Interpret the concept of moments of truth.	Level 6	Creating
13	What is service process matrix?	Level 1	Remembering
14	Compare explicit and implicit service.	Level 2	Understanding
15	How would you show your understanding on environmental strategies?	Level 3	Applying
16	Analyse why services must be classified?	Level 4	Analysing
17	Define explicit and implicit service.	Level 1	Remembering
18	Differentiate effectiveness and efficiency.	Level 2	Understanding
19	Define value added services.	Level 1	Remembering
20	Interpret the need for providing value needed services.	Level 1	Remembering

**PART- B**

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Explain the important characteristics of services.	Level 1	Remembering
2	Discuss in detail the sources of service sector growth.	Level 2	Understanding
3	i) How would you show your understanding on components of service package?(7 marks) ii) Identify service package offered by your or any other educational in situation.(6 marks)	Level 3	Applying
4	Classify different types of services.	Level 4	Analysing
5	Analyse the objectives of services.	Level 5	Evaluating
6.	How will you evaluate the differences between goods and services?	Level 6	Creating
7	Give examples for each characteristic of services.	Level 1	Remembering
8	Explain the concept of managing service experience economy.	Level 2	Understanding
9	Fundamentally, there are no differences between service and manufacturing. Both are concerned with effectiveness, efficiency, quality and cost .Identify the facts behind this statement.	Level 3	Applying
10	i. Explain the components of service package of Airlines Industry.(8marks) ii Explain the role of technology in services.(7marks)	Level 4	Analysing
11	What are the different stages in service firm competitiveness?	Level 1	Remembering
12	Explain the criteria for evaluating explicit services and implicit services.	Level 2	Understanding
13	i)Analyse the elements in the framework for formulating thestrategic service vision. (9 marks) ii) Classify the generic strategies. (4 marks)	Level 4	Analysing
14	i)What are the commonly used internet and environmental strategies?	Level 1	Remembering

**PART - C**

S.NO	QUESTIONS
1	With Illustration, explain the various ways of classification of services.
2	Explain in detail the various services strategies adopted by the various players of banking industry in enhancing the level of service
3	Interview a member of a restaurant's waits off. Provide five standards that are provided to them by management pertaining to greeting and servicing their customers.
4	Explain the role of services in the changing scenario.

## UNIT – II – SERVICE DESIGN

New Service Development – Design elements – Service Blue-printing - process structure – generic approaches –Value to customer; Retail design strategies – store size – Network configuration; Managing Service Experience –experience economy, key dimensions; Vehicle Routing and Scheduling.

### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define Service innovation.	Level 1	Remembering
2	Explain Service blueprinting.	Level 2	Understanding
3	How would you show your understanding on NSDA cycle?	Level 3	Applying
4	Analyse what elements are to be considered during Service designs.	Level 4	Analysing
5	Develop note on retail design.	Level 5	Evaluating
6	Interpret entry barriers in service industry	Level 6	Creating
7	Listout the important design elements.	Level 1	Remembering
8	What is line of visibility?	Level 2	Understanding
9	Identify why new service development is important?	Level 3	Applying
10	Analyse the components of blue print?	Level 4	Analysing
11	Give details about retail design strategies.	Level 5	Evaluating
12	Interpret how to manage service experience.	Level 6	Creating
13	What is vehicle routing?	Level 1	Remembering
14	What is service blue print?	Level 2	Understanding
15	How would you show your understanding on divergence of services?	Level 3	Applying
16	Compare vehicle routing and scheduling.	Level 4	Analysing
17	Define value of customer.	Level 1	Remembering
18	Differentiate vehicle routing and scheduling.	Level 2	Understanding
19	What do you mean by customer value equation.	Level 1	Remembering
20	What is experience economy?	Level 1	Remembering

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What are different types of new service?	Level 1	Remembering
2	i) Outline the process involved in service blue print. (7 marks) ii) Explain the service blue print for a fast food restaurant. (6 marks)	Level 2	Understanding
3	How do you show your understanding on elements of a service blue print?	Level 3	Applying
4	i) Analyse the meaning of process structure . (5 marks) ii) Conclude your understanding on generic approaches to service system design. (8 marks)	Level 4	Analysing
5	Explain the service blueprint for a luxury hotel.	Level 5	Evaluating
6.	Interpret the significance of various process structures.	Level 6	Creating
7	Write down the process of new service development.	Level 1	Remembering
8	Outline the design consideration for high and low contact operation.	Level 2	Understanding
9	How would you show your understanding on “Managing Service Experience” and its link with i) Customer engagement (5 marks) ii) Context (4 marks ) iii) Time ( 4 marks)	Level 3	Applying
10	Analyse the design considerations for high & low contact operations.	Level 4	Analysing
11	Explain the production line approach and information empowerment.	Level 1	Remembering
12	Explain structural and managerial elements of service design.	Level 2	Understanding
13	Analyze the ways of retail stores are designed and maintained.	Level 4	Analysing
14	What are the various retail design strategies	Level 1	Remembering

**PART - C**

S.NO	QUESTIONS
1	How would you explain the various service developments?
2	Explain the stages in development of a new service with an example.
3	The strategy of customer as co-producer is prevalent these days. -Comment
4	Compare various dimensions of experience economy.

### UNIT – III – SERVICE QUALITY

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality – SERVQUAL - Walk-through Audit; Quality service by design - Service Recovery - Service Guarantees; Service Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface – service decoupling.

#### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What do you mean by service quality?	Level 1	Remembering
2	Explain dimensions of service quality.	Level 2	Understanding
3	How do you show your understanding on GAP Model?	Level 3	Applying
4	Analyse the need for service recovery.	Level 4	Analysing
5	What is SERVQUAL?	Level 5	Evaluating
6	Interpret the term service guarantee.	Level 6	Creating
7	What is service encounter?	Level 1	Remembering
8	Give the features of service guarantee.	Level 2	Understanding
9	How would you show your understanding on Gaps in service quality?	Level 3	Applying
10	What is quality function deployment?	Level 4	Analysing
11	Discuss service encounter triad.	Level 5	Evaluating
12	Interpret how service failures occur.	Level 6	Creating
13	What are service recovery strategies?	Level 1	Remembering
14	Differentiate front office and back office.	Level 2	Understanding
15	Illustrate the outcome of walk through audit.	Level 3	Applying
16	Classify the various Gaps.	Level 4	Analysing
17	For what is the SERVQUAL instrument used?	Level 1	Remembering
18	Develop a model for service profit chain.	Level 2	Understanding
19	What is service decoupling?	Level 1	Remembering
20	What is the role of contact personnel in services?	Level 1	Remembering

<b>PART- B</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	List the dimensions of service quality? List out the gaps in Service quality.	Level 1	Remembering
2	Explain the SERVQUAL Instrument. Critically evaluate SERVQUAL Instrument	Level 2	Understanding
3	i) How would you show your understanding about service guarantees? ii) Identify the various types of service guarantees.	Level 3	Applying
4	Analyse the strategies adopted by the services marketers in services recovery.	Level 4	Analysing
5	Develop guidelines for Effective Complaint Management.	Level 5	Evaluating
6.	i) Can you assess the importance of service guarantee? ii) Interpret considerations required for the introduction of Service guarantees.	Level 6	Creating
7	What is Service Recovery and how does it work?	Level 1	Remembering
8	Explain the principles of service quality?	Level 2	Understanding
9	Identify the process involved in a walk through Audit?	Level 3	Applying
10	i)Analyse the term service counter . ii) Classify the different types of service Encounter.	Level 4	Analysing
11	What are Managerial implications regarding back office and front office.	Level 1	Remembering
12	i) Explain the concept of front office and back office. ii) Compare front office and back office operations.	Level 2	Understanding
13	Compare customer expectation and customer perception as in the SERVQUAL Instrument.	Level 4	Analysing
14	What are the features and benefits of service guarantee? State its types.	Level 1	Remembering

<b>PART - C</b>	
<b>S.NO</b>	<b>QUESTIONS</b>
1	Service failure may occur. But service recovery is critical. Analyse.
2	Illustrate the use of walk through audit as a diagnostic instrument to evaluate the gaps in the service delivery system.
3	After a customer voices a complaint to an employee or a manager, what does it mean to “close the loop”? Why is this particular step important in handling complaints?
4	Explain service blueprint for a luxury hotel.

[www.FirstRanker.com](http://www.FirstRanker.com)
[www.FirstRanker.com](http://www.FirstRanker.com)  
**UNIT – IV - SERVICE FACILITY**

Servicescapes – behaviour - environmental dimensions – framework; Facility design – nature, objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem

**PART- A**

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What do you understand by service Scape?	Level 1	Remembering
2	Explain the process analysis.	Level 2	Understanding
3	How do you show your understanding on advantages of process flow diagram?	Level 3	Applying
4	Analyse the term facility location.	Level 4	Analysing
5	Discuss the concept of simulation.	Level 5	Evaluating
6	Interpret the meaning of service facility outlet.	Level 6	Creating
7	List the various facility location techniques.	Level 1	Remembering
8	Explain Euclidian metric and metropolitan metric.	Level 2	Understanding
9	Build the formulae for centre of gravity.	Level 3	Applying
10	What conclusion can be drawn on psychology of waiting customers?	Level 4	Analysing
11	What do you mean by capacity?	Level 5	Evaluating
12	Interpret the term Process Flow Diagram of Mortgage service.	Level 6	Creating
13	List the environmental dimensions in service scape.	Level 1	Remembering
14	Compare the Euclidian metric and metropolitan metric.	Level 2	Understanding
15	How do you show your understanding on cycle time and bottle neck?	Level 3	Applying
16	Classify the service facility location issues.	Level 4	Analysing
17	List the different types of facility layout.	Level 1	Remembering
18	Explain facility design.	Level 2	Understanding
19	What is service scrape?	Level 1	Remembering
20	Define process simulation.	Level 1	Remembering



S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	i)What is service scape framework?( 4 marks ) ii)List the dimensions of service scape frame work.( 9 marks)	Level 1	Remembering
2	Explain process analysis in detail.	Level 2	Understanding
3	Compute the objectives of facility outlet. What are the types of facility outlet?	Level 3	Applying
4	Examine the various facility location techniques.	Level 4	Analysing
5	i)Discuss the concept of process analysis.( 4 marks ) ii)Develop of process flow diagram.( 9 marks)	Level 5	Evaluating
6.	Interpret the steps involved in process simulation.	Level 6	Creating
7	What are the various facility location issues?	Level 1	Remembering
8	Explain the factors that affect service location consideration.	Level 2	Understanding
9	i)How would you show your understanding on simulation ? (9 marks) ii)Identify the applications of simulation.( 4 marks )	Level 3	Applying
10	i)Analyse the need for servicescape . (4 marks) ii)Critically Examine the dimensions in service scape ( 9 marks )	Level 4	Analysing
11	Explain the factors influencing the service facility layout.	Level 1	Remembering
12	Problem:A Company wants to open an office in a city.The manager has identified 4 buildings.The representation in the xy coordinates Office x y Weights 1 1 2 7 2 2 3 1 3 3 5 3 4 4 1 5 i)Plot the graph for representation of offices ( 4marks) ii)Explain which location is the best?( 9 marks)	Level 2	Understanding
13	Problem: A Company wants to open an office in a city.The manager has identified 4 buildings. The representation in the xy coordinates Office x y Weights 1 2 3 7 2 1 2 3 3 4 3 5 4 5 1 8 i)Plot the graph for representation of offices ( 4 marks) ii)Analyse and find where the facility can be located?( 9 marks)	Level 4	Analysing
14	What are the factors considered for selecting a site?	Level 1	Remembering

<b>PART - C</b>	
<b>S.NO</b>	<b>QUESTIONS</b>
1	The service profit chain proposes a relationship that links profitability, customer loyalty, and service value to employee satisfaction, capability, and productivity. Discuss.
2	Discuss in detail, facility location techniques.
3	Develop a typology for service scape.
4	A regional airline is concerned about its record of on-time performance. The Maniple's hub 20 flight operations each day of the week, with the following record of on-time departures for the previous 10 days:17,16,18,19,16,15,20,17,18 and 16.Prepare a p-chart with a sample size consisting of 1 week's average on-time departure percentage.

<b>UNIT – V – MANAGING CAPACITY AND DEMAND</b>			
Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services– Retail Discounting Model, Newsvendor Model; Managing Waiting Lines –Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising , globalization			
<b>PART- A</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	What is retail discounting model?	Level 1	Remembering
2	Explain newspaper vendor model.	Level 2	Understanding
3	How do you show your understanding yield management?	Level 3	Applying
4	Analyse Expansion strategy.	Level 4	Analysing
5	Discuss data envelopment analysis.	Level 5	Evaluating
6	Interpret throughput time.	Level 6	Creating
7	What is Globalization?	Level 1	Remembering
8	Explain queuing system.	Level 2	Understanding
9	Identify the purpose of yield management.	Level 3	Applying
10	Develop some capacity management strategies for airline.	Level 4	Analysing
11	What conclusion can be drawn on waiting time management?	Level 5	Evaluating
12	Can you assess the importance of data envelopment analysis?	Level 6	Creating

13	List strategies for managing capacity.	www.FirstRanker.com Level 1	www.FirstRanker.com Remembering
14	What is overbooking?	Level 2	Understanding
15	How do you show your understanding on chasing demand?	Level 3	Applying
16	Compare franchising and expansion.	Level 4	Analysing
17	What is yield management?	Level 1	Remembering
18	Explain divergence in services.	Level 2	Understanding
19	What is queuing?	Level 1	Remembering
20	What is concept of franchising?	Level 1	Remembering

### PART- B

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	i)What is Capacity Management? .( 5 marks ) ii)List strategies for managing capacity. .( 8 marks )	Level 1	Remembering
2	Explain the strategies for managing demand.	Level 2	Understanding
3	Identify the factors affecting queuing system.	Level 3	Applying
4	i)Analyse the objectives of inventory management ? (6 marks ) ii) Compare the various Inventory models. ?(7 marks)	Level 4	Analysing
5	List out strategy for managing supply	Level 5	Evaluating
6.	i)Interpret the importance of outsourcing in .( 6 marks) ii) Franchising means adhering to stringent norms of . ( 7 marks )	Level 6	Creating
7	i)What is Data Envelopment Analysis? (4 marks) ii) How would you explain DEA with an example.(9 marks)	Level 1	Remembering
8	What are the elements of yield management? Discuss.	Level 2	Understanding
9	i)How do you show your understanding on the characteristics of queuing system ?(6 marks ) ii)Identify the various types of customer behaviour in queuing. (7marks )	Level 3	Applying
10	Discuss various benefits to franchisee.	Level 4	Analysing
11	List the activities to be performed in service operational planning and control.	Level 1	Remembering
12	i)Explain the retail discounting model .( 6 marks ) <del>ii)Outline the importance of handling Psychology of waiting</del>	Level 2	Understanding

	customers .( 7 marks )	<a href="http://www.FirstRanker.com">www.FirstRanker.com</a>	<a href="http://www.FirstRanker.com">www.FirstRanker.com</a>
13	Analyse the salient features of inventories .State its functions.	Level 4	Analysing
14	Globalisation has its impact on service operational management - Elucidate.	Level 1	Remembering

<b>PART - C</b>	
<b>S.NO</b>	<b>QUESTIONS</b>
1	Explain the various models of Inventory Control in service management. Also highlight the suitability of different inventory control models.
2	Yield Management has become part of main stream theory - Explain.
3	Enumerate the different methods of managing capacity with example of any industry you are familiar with.
4	What are the various supply management tactics?

[www.FirstRanker.com](http://www.FirstRanker.com)