

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
SIXTH TRIMESTER (Batch 2016-18)
END TERM EXAMINATIONS, APRIL - 2018

Course Name	Managing Service Operations	Course Code	OP-501
Max. Time	2 Hour	Max. Marks	40 MM

INSTRUCTIONS: Answer all questions.

Q1. Distinguish between Level Capacity & Chase Capacity strategies for Service Capacity Utilization. Explain the following with suitable examples:

- a. Promoting off-peak demand
- b. Queue Management
- c. Flexible Staffing
- d. Outsourcing

4 X 2 = 8

Q2. Draw and describe the Matrix on customer expectation and satisfaction. Explain following factors with suitable examples:

- a) Hygiene Factors
- b) Enhancing Factors
- c) Critical Factors
- d) Neutral Factors

4 X 2 = 8

Q3. Draw and explain the Matrix classifying customers on the basis of their Involvement with the Service process and their Attitude towards the service. Describe the following:

- a) The Ally
- b) The Tolerant
- c) The Incompetent
- d) The Victim

4 X 2 = 8

Q4. Explain the following key attributes of effective Service Guarantees with appropriate examples:

- a. Meaningful
- b. Easy to understand
- c. Explicit
- d. Unconditional

4 X 2 = 8

Q5. Explain following Concepts with suitable examples.

- a. Service Strategy
- b. World Class Service

2 X 4 = 8