

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

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

**INSTRUCTIONS: Answer all questions.**

Q1 Distinguish between Focused and Unfocused Service Operations and explain with Diagrams and Examples types of Services falling into those two categories.

5 Marks

Q2. Draw and describe the Matrix on customer expectation and satisfaction. Explain Hygiene Factors and Enhancing Factor with suitable examples

5 Marks

Q3. Draw the Matrix related to Service Volume Vs Service Variety and explain features of Commodity and Capability Services with examples

5 Marks

Q4. Draw the Matrix classifying Customers on the basis of their Attitude towards the Service and their Involvement with the Service Process and explain with examples Champions and Victims

5 Marks

Q5. Explain following Concepts and their applications in Management of Service Operations:

- a. Queue Management
- b. Service level Agreement
- c. Service Gap Model
- d. Service Process Mapping

4 X 5 = 20