

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2024-26)
END TERM EXAMINATIONS, October, 2025
SET-1

Course Name	Managing Service Operations	Course Code	20523
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- Attempt all questions.
- Distribution of marks for each question mentioned in the bracket.
- It is closed book / notes exam, no mobile/ electronic / digital medium is allowed. Only calculators are allowed.
- Answers should be rich in content, precise and to the point.

Elections are no less than a festive celebration in Indian democracy. From Panchayat to Parliament all the representatives of people fight elections in their respective constituencies and win them to be elected for their concern seats. Since, India's population has crossed the mark of 1.50 Bn i.e. 150 crores; therefore, the proportionate number of its voters is close to 100 crores. Considering the large number of voters and different weathers across the country, conducting elections become a humongous task for election commission of India. To conduct a free, fair, and comfortable voting environment; they need to assess and improve the current servicescape at different polling booths for holding elections conveniently.

Q1. Considering yourself a service operations manager. Kindly describe the various elements of a servicescape at a polling booth that enhances the voters' voting experience and results into higher voter turnout in any of the elections conducted by Election Commission of India. **(10 Marks)**

Manish has a restaurant named "Awesome" with offerings in Indian cuisine and Chinese dishes. The food has been considered significantly tastier than other competitors. Manish looks after all the service operations of his restaurant who is assisted by his service staff and chef team. Of late, few instances has occurred when he has to face some difficult time that too in the busy evening hours. Why? Because the heavy rains and blockages in the drainage invited cockroaches and other insects that were ultimately quite often observed by his staff as well as himself. However, due to the season and unavailability of pest control vendor this problem aggravated to the extent that in one of the family's get-together a moving cockroach could be seen not just on the table but within the serving plates which could eventually be observed by the guests. The composition of these members include Rohit (27 years), Rishi (38 years), Neetu (32 years), Muneza (35 years), Ashish (40 years).

After observing the cockroaches, following are their reactions:

Rohit: You should keep your kitchen and restaurant clean.

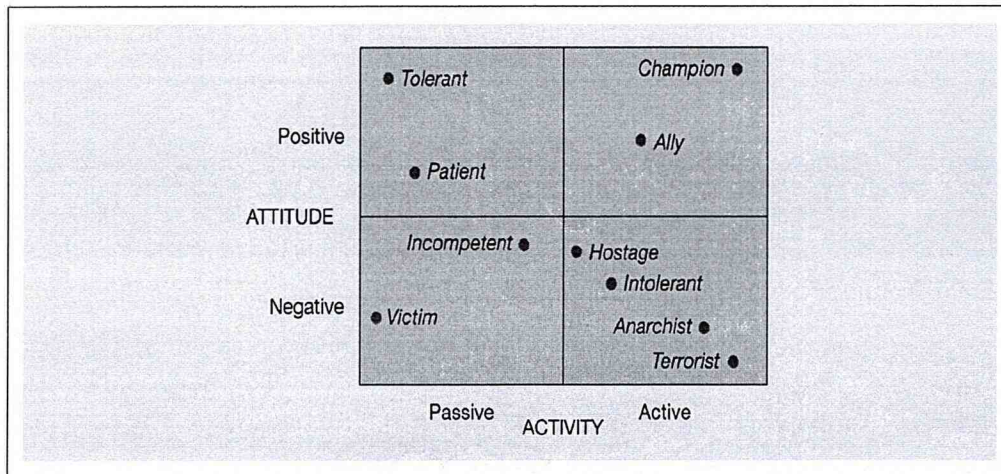
Rishi: How can you serve this pathetic food to us.

Neetu: I ate up so many times in the past but it's first time happening with me.

Muneza: Let me post this photo and video on Instagram. People must know what they are serving.

Ashish: Shouted abruptly on the staff that led to scene encircling all diners around their table.

Q 2. Based on their, reaction can you analyze and classify them in the following Attitude-Activity Map and mention their appropriate customer type. **(10 Marks)**



Q3. The Key Decision Area Matrix (K DAM) helps in classifying service organizations based on the degree of customer involvement and the nature of queries i.e. Runners, Repeaters, and Strangers. Analyze and categorize: **(10 Marks)**

- A research project conducted by consultancy firm RealRoad for improving highway qualities in India.
- An e-platform launched by GOI to help farmers in understanding the soil health, need for crop rotation, high yield, seed-selection for increasing crop production, and enhancing quality of the produce.

Also define runners, repeaters, and strangers in both cases to support your answer.

Q4. Customer contact model (CCM) helps a service organization to plan their manpower, machinery and equipment, and technological needs for delivering the services. Using the underlying principles of CCM determine the service delivery type for the following firms: **(5 Marks)**

- Maruti Suzuki
- Shahnaz Husain
- Modern Bread
- Haldiram
- Physics Wallah

Q 5. Queue Management has received significant attention in the literature of service management. Long queues and prolonged waiting times bring huge dissatisfaction in the minds of the customers which leads to their poor retention. There are 10 principles of waiting, if worked upon, help in mitigating the dissatisfaction among the customers.

Here, two of them are mentioned. Provide a suitable example to explain them further. **(5 Marks)**

Unoccupied time feels longer than occupied time.

Uncertain waits feel longer than known, finite waits.