

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**PGDM / PGDM (M) / PGDM (SM)****FOURTH TRIMESTER (Batch 2024-26)****END TERM EXAMINATIONS, October, 2025****SET-2 (Re-appear)**

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.**

Q1. Classify the following service operations businesses/professionals according to the Service-Process Matrix proposed by Roger Schmenner, 1986. **(10 Marks)**

- A Lawyer, Retail aspects of banking operations, Hotels, and Hospitals.

Briefly explained their reasons of classification in specific categories.

Q2. Explain the operation's perspective and customer's perspective for an Indian Railways train that got delayed for several hours leading to your missing of an important competitive exam. **(10 Marks)**

Q3. Akshay Patra Foundation feeds millions of kids through their mid-day meal program at schools in various parts of the nation. Elaborate on this service supply chain with the help of its service concept, competitive priorities, and structural decisions. **(10 Marks)**

Q4. Discuss the attributes of Key Decision Area Matrix (KDAM) for a service project that is awarded to your consultancy firm for developing a solution to provide an affordable childcare in semi-urban towns of India. **(5 Marks)**

Q5. Develop a list of five key responsibilities of *Saket* who works as a *service operations manager* at Zingam Hospitals, Hyderabad. **(5 Marks)**