

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DSM

Academic year: 2014 – 2015
Subject: Service Operations Management

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 20.06.2014

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4 **(Marks: 2X5=10)**

- a) What do you mean by service design?
- b) Explain service delivery.
- c) What do you mean by performance measurement ?
- d) What do you mean by productivity measurement ?

Q.2) Write Short Notes on any 2 out of 5 **(Marks: 2X5=10)**

- a) Process Re-engineering.
- b) Describe service marketing mix.
- c) Operation strategy.
- d) Important of effective transportation.
- e) Steps in TQM process.

Q.3) Attempt any 3 out of 5 **(Marks: 3X10=30)**

- a) Describe transportation and its role in service industry.
- b) Explain different types of financial ratio analysis.
- c) Describe strategy features in detail.
- d) What do you mean by resource management ? Explain in detail.
- e) Explain quality of policy in detail.

Q.4) Attempt both the questions **(Marks: 2X10=20)**

- a) Explain various elements of strategic management.
- b) Describe process layout advantages and disadvantages.
