

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

Programme: DSM

Examination: June 2015
Subject: Service Operations Management

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

Date: 21.06.2015

Instructions:

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

Q.1) Answer the questions (Any 2 out of 4)

(Marks: 2X5=10)

- a) What is Inventory Management? Explain EOQ and JIT concepts in Inventory Management.
- b) What are the different dimensions of quality?
- c) What is Continuous Improvement and what are the aspects to Continuous Improvement?
- d) State and explain the need for Quality Management.

Q.2) Write short notes (Any 2 out of 5)

(Marks: 2X5=10)

- a) Different Customer Expectations
- b) Customer Co-production
- c) Productivity Measurement
- d) Traditional Performance Criteria
- e) SERVQUAL

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What are the levels at which strategies operate?
- b) Explain the elements of Service Marketing Mix.
- c) Explain in detail the meaning and types of Financial Strategies considered by service organizations.
- d) What is TQM? What are the elements of TQM.
- e) What are the different quality measurement tools? Explain any 2 in detail.

Q.4) Attempt both the questions in the case study

(Marks : 2X10 =20)

- a) As a Project Manager of an IT company you have been asked to set up a new office which can accommodate 500 employees.
What factors will you consider while deciding the location of your new office? Explain giving reasons
- b) Explain the concept of Resource Management in Detail