

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

Programme: DSM

Examination: December 2015
Subject: Service Operations Management

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

Date: 17.12.2015

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 are the objectives of productivity management?
- b) What are the objectives kept in mind while deciding the product service mix?
- c) What is a Strategy? What is The Strategic Management Process?
- d) What are the main functions of Performance Measurement System?

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Capacity Planning
- b) Process Design
- c) Dimensions of Quality
- d) Deming Cycle
- e) SERVQUAL

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What are objectives? What are the characteristics of objectives and what role do objectives play in a service organization?
- b) What Is TQM? What are the elements of TQM?
- c) What are the different service delivery issues that affect the levels of performance negatively?
- d) For large organizations, strategies operate at various levels. Elucidate.
- e) Who is a customer and what are the buying needs of customers? Explain giving examples.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) You are a quality assurance manager in a financial services firm. What different international trends in continuous improvement do you suggest for your organization? Justify with relevant processes or cases.
- b) What different quality measurement tools can be used in service organizations? Give relevant examples or instances for the same.
