

**Specialization:-OPERATION MANAGEMENT**

**Course Code- 205**

**Course Name -Service Operations Management – I**

**Unit I- Understanding Services**

Sr. no	Question Type	Question	Marks
1	REMEMBERING	<p>The sectors are classified into public and private sectors on the basis of</p> <p>A) employment conditions            B) the nature of economic activity  <b>C) ownership of enterprises</b>            D) number of workers employed in the enterprise</p> <p>Which of the following industry is known as sun rising industry?</p> <p>A. Dairy industry  <b>B. Information Technology</b>            C. Health and clinic            D. None of these</p>	2
2	REMEMBERING	<p>Which one of the following lines of argument would critics of the concept of 'buffering' dispute?</p> <p>A. Decision making is slowed down.            B. Operations managers can always blame someone else.  <b>C. Holding stocks of output is a useful buffer.</b>            D. Operations lose touch with the 'real world'.</p> <p>Most of the jobs in post industrial societies are in....industries</p> <p>A. <b>Knowledge based</b>            B. Education based            C. Strength based            D. None of these</p>	2
3	REMEMBERING	<p>Services are deeds, processes and.....</p> <p>A. Systems            B. Activities  <b>C. Performances</b>            D. Operations</p> <p>A service is a time.... Intangible experience</p> <p>A. Based            B. Bound  <b>C. Perishable</b>            D. Produced</p>	2
4	REMEMBERING	<p>Secondary sector consists of production and.... Activities</p> <p>A. Primary  <b>B. Manufacturing</b>            C. Tertiary            D. Forestry</p> <p>Inventory control is a major problem in manufacturing ,where as the corresponding problem in services is ....</p> <p>A. Servicing</p>	2

		<p>B. Storing  <b>C. Queuing</b>  D. Transporting</p>	
5	REMEMBERING	<p>Service sector include all economic activities whose output is not  <b>A. Solutions</b>  B. Requirements  C. Questions  D. Proposal  The participation of the customer in the service delivery system ....  Of the service from customer to customer  A. Quality  <b>B. Variability</b>  C. Heterogeneity  D. Satisfaction</p>	2
6	REMEMBERING	<p>The..... Is defined as a bundle of goods and services  A. Explicit service  B. Implicit service  <b>C. Service packages</b>  D. Info packages  Services are created and .... Simultaneously  A. Delivered  B. Stored  <b>C. Consumed</b>  D. Sorted</p>	2
7	REMEMBERING	<p>Service is a .... Commodity  A. Fragile  B. Expensive  <b>C. Perishable</b>  D. Exotic  The ratio of labour cost to capital cost is called as..  A. Labour productivity  B. Labour efficiency  <b>C. labour intensity</b>  D. Labour propensity</p>	2
8	REMEMBERING	<p>For... inputs are the customers themselves  A. Factories  B. Agriculture  <b>C. Services</b>  D. Industries  Designing a service delivery system involves issues such as  location, facility design and  <b>A. Layout</b>  B. Raw Material  C. Efficiency</p>	2

D. Productivity			
1	UNDERSTANDING	Explain the nature of Service Sector ? and its needs?	5
2	UNDERSTANDING	Explain the Stages of Economic development ? and explain any one of them .	5
3	UNDERSTANDING	What are various roles of services in an economy ? with the following i) Manufacturing ii) Distributing	5
4	UNDERSTANDING	What are the three key operational principles ? explain any one of them	5
5	UNDERSTANDING	Elaborate the Characteristics of Services?	5
1	APPLY	How does the flow of Open Systems View of Services is made . Explain with the suitable diagram for the same.	5
2	APPLY	The service package is a bundle of goods and services of company with information that is provided in some environment. The bundle consists of various point . explain any of them .	5
3	APPLY	Prepare a Distinctive Characteristics for a Multi specialist hospital. being in service sector	5
4	APPLY	Choose any type of service you could justify with service packages	5
5	APPLY	How does the consumer plays the important role in open system view of services.	5
1	ANALYSE	Choose the best Among the Consumer Service Experience, Business Service Experience.	5
2	ANALYSE	Why do you want packaging technologist job?	5
3	ANALYSE	State source of services sector growth?	5
4	ANALYSE	State service design element	5
5	ANALYSE	What is service Blue printing	5
1	EVALUATE	Mention factor considered for site location	10
2	EVALUATE	What is clustering ? Name the type of clustering ?	10
3	EVALUATE	What do you mean by decoupling of front and back office work?	10
4	EVALUATE	What is information Empowerments.	10
5	EVALUATE	State four dimensions of service Innovation	10
1	CREATE	State two characterises of plan model?	10
2	CREATE	Define environmental psychology	10

## UNIT II Designing the Service Enterprise

Sr. no	Question Type	Question	Marks
1	REMEMBERING	Customers are interested not only in price, but also in the cost of ..... Service <b>A. Acquiring</b> B. Delivering C. Relating D. Comparing Service blueprint is the first step in developing a .... A. Service layout	2

		<p>B. <b>Service process</b> C. Service location D. Service delivery</p>	
2	REMEMBERING	<p>The amount of freedom the server has to customise the service is the degree of ... A. Convergence B. <b>Divergence</b> C. Easiness D. Innovation Narrowing the scope of service by low complexity results in ..... strategy A. Niche B. Diverse C. <b>Focused</b> D. Differentiation</p>	2
3	REMEMBERING	<p>The process of purchasing the service, the customer initiated steps ,choices and interactions the customer performs in.... A. Line of sight B. Line of control C. <b>Line of interaction</b> D. Line of action Standardization helps to provide...in service A. Diversity B. <b>Uniformity</b> C. Clarity D. Accessibility</p>	2
4	REMEMBERING	<p>Face to face customized services require highly ....employees A. Trained B. Skilled C. knowledgeable D. <b>All the above</b> Most services are characterised by an.....between a service provider and a customer A. <b>Encounter</b> B. Contract C. Agreement D. Sale</p>	2
5	REMEMBERING	<p>The perceived quality of service is determined by customer.... A. Needs B. Wants C. <b>Experience</b> D. Perception The interaction which defines the quality of service in the mind of the customer is called as A. Moment of cost</p>	2

		B. Moment of profit C. <b>Moment of trust</b> D. Moment of joy	
6	REMEMBERING	The doctor-patient encounter is an example of .....dominated encounter A. Organisation B. Customer C. <b>Contact personnel</b> D. System Organisation culture gives a distinct... to the organisation A. Value B. <b>Identity</b> C. Shape D. Vision	2
7	REMEMBERING	Line of interaction is also called as... A. <b>Service encounter</b> B. Service Point C. Service delivery D. service anchor SST in service encounter stand for... A. Slow super track B. Super slow track C. Super sharp track D. <b>Self service technology</b>	2
8	REMEMBERING	Processing people involves ...or geographical changes A. <b>Physical</b> B. Chemical C. Small D. Regional The institution of customer labour for personalised service is the highest level of .... A. Customisation B. Standardisation. C. <b>Coproduction</b> D. <b>Cooperation</b>	2
1	UNDERSTANDING	Describe the different service design element.	5
2	UNDERSTANDING	State and explain challenges in adoption of new technology	5
3	UNDERSTANDING	Discuss the stages of economic development with service sector	5
4	UNDERSTANDING	Explain the service process making.	5
5	UNDERSTANDING	Describe the process of new service development	5
1	APPLY	How does service system design impact on Intellectual Property	10
2	APPLY	Difference between radical innovation and incremental innovation	10
3	APPLY	Explain the environmental features determining nature of the services?	10

4	APPLY	State the factor affecting the service encounter	10
5	APPLY	Describe customer value equation of a travel company.	10
1	ANALYSE	Why does technology plays an important role in service innovation	10
2	ANALYSE	Explain the various tools which here in designing a good services process.	10
3	ANALYSE	Explain about Strategic Positioning through Process Structure in light of service design element	10
4	ANALYSE	Explain the need of information technology for designing the service enterprises	10
5	ANALYSE	How does The Internet works as a Service Enabler for service system .	10
1	EVALUATE	Describe about the Taxonomy for Service Process Design	10
2	EVALUATE	Distinguish between Production-Line Approach, and Customer Contact Approach.	10
3	EVALUATE	What is a customer value equation in service system	10
1	CREATE	Draw a suitable diagram for explaining the concept of service blueprinting	10
2	CREATE	Design a service blue print for A. Restaurant B. Travel company C Hospital D. Bank	10

### UNIT III – The Service Encounter

Sr.no	Question Type	Question	Marks
1	REMEMBERING	Centralization of back office leads to ... A. Specialization B. <b>Cost economies</b> C. Scale economies D. Diversification A website has become a..... Location for e commerce firms A. Real B. <b>Virtual</b> C. New D. Modern	2
2	REMEMBERING	The location discussion is characterised by minimisation of ..... A. Space B. Time C. <b>Cost</b> D. Profit The object while locating a retail out let is to maximise.... A. <b>Profits</b> B. Customers C. Inventory D. Products	2
3	REMEMBERING	Competitive clustering is commonly used for...goods A. <b>Shopping</b> B. Luxury	2



		<p>C. Speciality D. Niche Location decisions are .....intensive A. <b>Capital</b> B. Labor C. Machine D. Material</p>	
4	REMEMBERING	<p>Acquiring and holding prime locations before the market has developed can create.....barrier A. Cost B. Entry C. Exit D. Profit Sites located in ....can siphon business from each other A. <b>Close proximity</b> B. Far locations C. New locations D. Old locations</p>	2
5	REMEMBERING	<p>The alternative to move people from one place to another is..... A. Transportation B. <b>Telecommunication</b> C. Customisation D. All of these Shared website is an example of shared....strategy A. <b>Competitive clustering</b> B. Competitive grouping C. Client grouping D. Customer grouping</p>	2
6	REMEMBERING	<p>Traffic volume on street may indicate potential !.....buying A. Bargain B. <b>Impulse</b> C. Planned D. None of these Existence of complimentary services increases... A. Cost B. <b>Sales</b> C. Competition D. All of these</p>	2
7	REMEMBERING	<p>A regression model based on several .....variables can be used to forecast performance A. <b>Independent</b> B. Dependent C. Proxy D. Mixed Place orientation deals with the question of ... A. How I am</p>	2

		B. Where I am C. What I am D. None of these	
1	UNDERSTANDING	Explain the concept of Internal Customer ?	5
2	UNDERSTANDING	Explain the different types of Service Encounter	5
3	UNDERSTANDING	Explain the service encounter triad in details.	5
4	UNDERSTANDING	What is the Role of Technology in service encounter ?	5
5	UNDERSTANDING	Why is it important to create Creating an Ethical Climate?	5
1	APPLY	State the meaning and importance of contact personnel	10
2	APPLY	What is the Role of Scripts in Coproduction	10
3	APPLY	How are does the Service Profit Chain works in services industries?	10
4	APPLY	Why it is said that satisfying respective internal customer will lead to ultimately satisfying end customer?	10
5	APPLY	Role of Technology in encountering in Servicescape	10
1	ANALYSE	Explain the objective of Control system in service sector	10
2	ANALYSE	Give some travel company Customer Expectations and Attitudes towards the services .	10
1	EVALUATE	How does an Ethical Climate created in organization.	10
1	CREATE	Create a Customer service oriented program for non profit organisation.	10
2	CREATE	The Role of Scripts in Coproduction in any service providing company.	10

### UNIT IV Service Facility Location

Sr.no	Question Type	Questions	Marks
1	REMEMBERING	Offices of professional service should project.....and authority A. <b>Competence</b> B. Humor C. Style D. Aura Movement is an element of ..... A. Ambience B. <b>Physiological component</b> C. Psychological component D. Structural component	2
2	REMEMBERING	The ease of use of equipment is very important for ....activities A. <b>Self service</b> B. Remote service C. Local service D. None of these Materials consumed or purchased by the buyers are called as....	2



		<p>A. <b>Facilitating goods</b>            B. Supporting facility            C. Implicit service            D. Explicit services</p>	
3	REMEMBERING	<p>Designing a service delivery system is a .... Process            A. <b>Creative</b>            B. Internal            C. External            D. Difficult            The front office portion of the system is where .... Contact occurs            A. Service            B. <b>Customer</b>            C. Manager            D. Employee</p>	2
4	REMEMBERING	<p>Ideas for service innovations can come from customer...            A. Satisfaction            B. <b>Suggestions</b>            C. Complaints            D. Grievances            Customer participation in services increases the degree of ....            A. Standardisation            B. <b>Customisation</b>            C. Absorption            D. Education</p>	2
5	REMEMBERING	<p>Customer satisfaction drives customer...            A. Happiness            B. Feedback            C. Attitude            D. <b>Loyalty</b>            Service location focuses on .....customers to the site            A. <b>Attracting</b>            B. Pushing            C. Signing            D. Forcing</p>	2
6	REMEMBERING	<p>Services cape essentially means....environment            A. <b>Physical</b>            B. Psychological            C. Skyscrapers            D. All of these            The Service space can also encourage.....among customers            A. <b>Social interaction</b>            B. Privacy            C. Debate</p>	2

		D. discussion	
1	UNDERSTANDING	What is the importance of Competitive Clustering in service location?	5
2	UNDERSTANDING	Explain concept of Saturation Marketing?	5
1	APPLY	What is the Impact of the Internet on Service Location?	10
1	ANALYSE	Explain Geographic Information Systems ?	10
1	EVALUATE	Describe about Cross-Median Approach for a Single Facility with example	10
1	CREATE	Make a Regression Analysis in Location Decisions of any service organization	10

**UNIT V . Service Facility and Process Flows**

Sr.no	Question Type	Question	Marks
1	REMEMBERING	Process layout enable providing .....service A. Standard B. <b>Customized</b> C. Fast D. Slow Process layout requires ....employees A. <b>Skilled</b> B. Unskilled C. Large number D. Less numbers	2
2	REMEMBERING	Professional services are an example of....layout A. Product B. <b>Process</b> C. Fixed D. Mixed The cafeteria is an example of ....layout A. <b>Product</b> B. Plant C. Fixed D. Moving	2
3	REMEMBERING	Operation is represented as....in a flow diagram A. <b>Rectangle</b> B. Triangle C. Circle D. Diamond Design of a service facility may be of greatest importance when it affects community and.... A. Customer B. <b>Supplier</b> C. Retailer D. Wholesaler	2
4	REMEMBERING	The average service time to perform an activity is called as... A. <b>Cycle time</b>	2

		<p>B. Wait time C. Normal type D. Real time The cafeteria is an example of ....layout A. <b>Product</b> B. Process C. Mixed D. Fixed</p>	
5	REMEMBERING	<p>The symbol of arrow represents.... A. Operation B. Storage C. <b>Movement</b> D. Decision Security can be enhanced in the facility through the installation of surveillance..... A. <b>Cameras</b> B. Audio C. Seller D. Purchaser</p>	2
6	REMEMBERING	<p>The most important constrain in designing a service facility in urban area is availability of ..... A. Machine B. <b>Land</b> C. Labour D. Material Design and layout represents the supporting facility component of the ..... A. System B. Process C. Plan D. <b>Service Package</b></p>	2
7	REMEMBERING	<p>The .... Layout allows the service to be tailored as per customer specifications A. Product B. <b>Process</b> C. Plant D. Layout The arrangement of service delivery system is called as.... A. Location B. <b>Layout</b> C. Operation D. System</p>	2
1	UNDERSTANDING	Explain the concept of . Service Facility and Process Flows?	5

2	UNDERSTANDING	How does Environmental Psychology and Orientation is the service sector?	5
3	UNDERSTANDING	What do you mean by Servicescape?	5
4	UNDERSTANDING	Describe about behaviour of customers and clients within the service environment in Servicescape model?	5
1	APPLY	What are the needs of Land Availability and Space Requirements for service sector?	10
2	APPLY	Explain the process terminology for any service industries	10
3	APPLY	Explain the types of processes in Servicescape?	10
1	EVALUATE	" <b>Servicescape</b> is a model that puts its onus on explaining the <b>behavior</b> of customers and clients within the service environment" Explain the statement with suitable example	10
1	CREATE	What are Nature and Objectives of Service Organizations of any travel company in Thailand	10

