



**Comprehensive Concurrent Evaluation**

**MBA II/SEM III/304-Services Operation Management-II**

**Faculty Name:- Prof.Nilambari Moholkar**

**Important Instructions:**

1. The subject is evaluated on the basis of three components

<b>Sr. No</b>	<b>Components</b>	<b>Total Marks</b>	<b>Date of Submission</b>
1	Written Home Assignment	50	<b>10<sup>th</sup> Feb 2023</b>
2	Case Study	50	<b>13<sup>th</sup> Feb 2023</b>
3	Exam	50	

2. Assignments to be mailed to be submitted in person.
3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.



**Group A**  
**Components 1 :- Written Home Assignment**

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1. Describe the concept of operations and production management in an manufacturing firm?
2. What are the service design principals of Logistic company?
3. From an operations perspective, how are core competence and distinctive capabilities related to operations strategy?
4. Explain how the role of operations has evolved in the organizational chart and has assumed strategic importance.
5. What according to you will be the strategic role of Operations Management in 2020?
6. What is aggregate production planning?
7. Explain in detail about master production planning?
8. Comprehensive and integrated service design of manufacturing company?
9. What is the SERVQUAL model of measuring service quality and expectation?
10. What are the professional services of Firms?



**Group B**

**Components 2 : -Case Study**

Alton Towers is an award-winning theme park in the UK with 100 riders and attraction aimed at every members of the family. Alton Towers mission is to create magic for everyone to providing inclusive packages of magnificent surroundings historic heritage, fun and fantastic to suit all ages and tastes.

The park is perhaps best know for its white-knuckle rides such as the Runaway mind dream Corkscrew, black hole, nemesis and Oblivion for example was the world's first vertical drop roller-coaster. The ride last 160 seconds and reaches speeds of up to 100 kph while pulling a G Force of 4.5 NASA Astronaut only experience 3G at take off.

The park is open from March to November. Demand speaks at about 50,000 visitors on Easter Bank holiday Monday and usually runs at about 35000 throughout the summer. The busiest time are usually during the week. Fridays and Saturdays during the peak season to be relatively quiet. The various activities in the park reach peak demand at different times. The peak time at the gate is 10 30-11 a.m. and for restaurants is 12:30 – 1 p.m. The major rides are very busy all days with queues reaching their longest in the early afternoon.

Alton Towers employs around 350 full-time and 1,200 seasonal staff. The majority of staff within 30 kilometer radius. To help cope with unexpected fluctuations in demand a pool of staff is available for work at shorter notice. Most of the operators are trained to operate several riders.

Alton Towers provides comprehensive information on its website about then the park will be busy and encourage visitors to pre-plan their visit. It is possible to obtain Fast-track tickets for the most popular rides, which offer visitors an allocated time slot. This means that the time spent physically waiting is much reduced. These tickets can be purchased in advance for the small fees.

Questions

Which capacity strategies are used at Alton Towers?

What are the implications of its choices?

**Components 2 : -Case Study**

The Ku-Ring-gal vet hospital is situated in Sydney ,Australia. Opened in September 1966, it is one of the largest veterinary hospitals in the world. Dr.Grey Ross , one of the partners, is quoted as saying that their aim in building this hospital was to set a standard for all vests in Australia to follow.

The hospital is on three levels, with seven consulting rooms , three operating theaters , two dental stations , two radiology suites and an intensive care development. The hospital also has a 'grieving room' for distraught owners who wish to be with their pets When they are put to sleep.

The hospital challenges that traditional idea of the local vet dealing infrequently with a wide variety of tasks and yet building strong client relationship with pet owners. The vet specialist is increasing the model being adopted as veterinary science follows if you meant equivalent. Young



vets are fast acquiring specialist qualification and older vets are being forced back to college to learn new skills.

Despite the 'high-tech' nature of the facilities comedy pet owners have not been forgotten in the design process. Glass partitions give visibility for visitors to see what is going on, allaying fears that their pets may not be humanely treated once out of sight of their owners.

The three partners are the veterinarian equivalent of general practitioners. They are able to call on a cluster of Specialists, which include small animals' practitioners, dermatologists and a behavioral psychologist. Just about every part of a pet that can go wrong now as a specialist attached to it.

### Questions

1. How well do you think the hospital has been able to cope with the increase in volume of transactions?
2. What are the potential disability disadvantages for customers and How could they be avoided?
3. What is the impact of increasing volume on the ?
4. How far has the hospital moved from being and capability services towards a commodity question?



**Components 3:- Exam**

Exam for all Units