

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)
END TERM EXAMINATION (TERM -V)

Subject Name Service Operations Management
Sub. Code PGO-03

Time: **02.30 hrs**
Max Marks: **60**

Note:

All questions are compulsory. Section A carries 10 marks:5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

2×5 = 10 Marks

- Q. 1 (A): How you measure the customer experience? Can two people have same experience?
Q. 1 (B): Why service operation management is important? What is moment of Truth?
Q. 1 (C): What are the key strategic challenges faced by service operation managers?
Q. 1 (D): What is service concept? How can a manger develop good customer relationships?
Q. 1 (E): What are the benefits of retaining good customers? **(CO1)**

SECTION – B

10 x 3 = 30 Marks

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

Q. 2: (A). Describe your service from both operational and customer perspective. Assess the mismatches between these perspectives

Or

Q. 2: (B). Discuss the implication of service operation management in online retail sector. How will you measure service operation management? (CO2)

Q. 3: (A). How do we measure customer satisfaction? Explain with an example how a company manages customer expectations and perceptions.

Or

Q. 3: (B). Develop a questionnaire for measuring the service quality of Indigo Airlines. (CO2)

Q. 4: (A). Analyse the servicescape of your favourite restaurant. What aspects encourage the you to visit the restaurant? What aspects of the servicescape that you would like to change?

Or

Q. 4: (B). How you can enhance the customer experience or create a new experience for customer using new technology? (CO4)

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: Case Study: Gujrat has been an affluent state in terms of heritage, archaeological sites, ecology, wild life sanctuary, spiritual locations, deserts, beach and more. Gujrat has a rich varieties of food with ethic treasure of vibrant festivals with beautiful sites has tremendous potential for tourism.

Tourism Corporation of Gujrat Ltd. has decided to take up this mighty challenge to develop tourism in state. The challengers was mammoth and to meet it successfully one of the most charismatic celebrity and the biggest superstar ever of Indian celluloid Amitabh Bacchan was brought on the board as its brand ambassador and Mr. Piyush Pandey from Ogilvy and Mather(O&M) was signed on. The campaign connected all the state's attributes and worked very well for the state.

Questions:

Q.5: (A). How would you go ahead and develop a campaign for state in India to attract domestic and foreign tourist.

Q.5: (B). Explain the different challenges of branding with reference to Service Sector.(CO5)

Mapping of Questions with Course Learning Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO1	10
Q. 2:	CO2	10
Q. 3:	CO3	10
Q. 4:	CO4	10
Q. 5:	CO5	20

Note: Font: Times New Roman, Font size: 12.