GL BAJAJ
Institute of Management & Research, PGDM Institute
Greater Noida

FIND YOUR SPARK

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-24)
END TERM EXAMINATION (TERM -IV)

Subject Name: **Service Operations Management**	Time: **02.00 hrs.**
Sub. Code: **PGO32**	Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Course outcomes as per the subject TLEP are written in the box given below:

CO1- To define and understand the main theoretical and conceptual frameworks of Service Operations.

CO2- To apply the Knowledge and understanding of the key operational levers that can be applied to the management of service operations and the proactive management of customer experience.

CO3- To demonstrate an understanding of role of strategic operations planning and skill in constructing and optimizing a strategic operations plan.

CO4- Demonstrate practical and analytical skills with use of information communication technology tools and techniques pertaining to the management of transaction-based service processes.

SECTION - A

Attempt all questions. All questions are compulsory.   **1×5 = 5 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). Define "Service level agreement" in operations management. **Q. 1: (B).** Point out any three types of "Facility Design" for service operations layouts. **Q. 1: (C).** List the various service encounters involved in design and control. **Q. 1: (D).** Write the significance of "Yield management system"? **Q. 1: (E).** Why do consumers expect "Omni-channel availability" while delivering services?	CO1	Level 1

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)   **7 x 3 = 21 Marks**

Questions	CO	Bloom's Level
Q. 2: (A). Explain the role of "Service encounter triad" in enhancing the efficiency of service processes. **Or** **Q. 2: (B).** Illustrate the various types of **5 Whys analysis** which you will implement to identify the root cause of rising inflation in Indian service sector.	CO2	Level 2
Q. 3: (A). Distinguish between the four Ps of service management. Also, give examples for each. **Or** **Q. 3: (B).** Analyze the various ways to implement Quality function Deployment (QFD). **What** are its respective limitations? Explain**.**	CO3	Level 4

Questions	CO	Bloom's Level
Q. 4: (A). Compare "Knowledge gap" with "Communication gap" with respect to ethical as well as legal aspects of service deliveries. **Or** **Q. 4: (B).** Recommend the best methodologies for implementing LIFO, FIFO and JIT to SOM professionals. Include use-cases to explain in a well manner.	CO3	Level 5

SECTION - C

Read the case and answer the questions   **7×02 = 14 Marks**

Questions	CO	Bloom's Level
Q. 5: Read the following use-case and answer the questions: Delivering the best care to employees who are eligible for Medicare as well as Medicaid presents difficult challenges. Such individuals are often difficult to locate and frequently have multiple health issues, making it really challenging to accurately assess their risk. In such situations, ill employees applying for health loan or benefits claims need empathy and attention. At the same time, this becomes important to cross-check and assure that all such illness cases are genuine and do not involve any fake records. Healthcare auditing provides "Health risk assessments" which work on clinical reports and categorize the risks into major slots including low, high, med etc. Automation of such documents is the need of the hour. Such service operations need effective portals where comments can be exchanged, medical professionals' opinions can be considered and further e-verification can be done from the respective government and public entities. Many organizations including KPMG, Optum, Deloitte etc. are doing health care auditing utilizing manual human efforts and not applying automation in majority of the cases as human intelligence is needed to make a neutral and fair decision. Questions: **Q. 5: (A):** Build a management report highlighting "Business problem statements" and their "corresponding solutions" for the above scenario. **Q. 5: (B):** Automation tools may also have their own possible limitations in executing such healthcare auditing services. Do you agree? If yes, Predict the risks. If No, suggest such risk-free tools.	CO4	Level 5 & Level 6

Total marks allocated to each COs in the table are as below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	14 Marks
CO4	14 Marks