

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24)
MID TERM EXAMINATION (TERM-IV)

Subject Name: **Service Operations Management**

Time: **01.00 hrs.**

Sub. Code: **PGO32**

Max Marks: **20**

Note: All questions are compulsory and carry 4 marks each.

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.

Service Operations: Unit 1 and Unit 2

Attempt all questions. All questions are compulsory.

4×5 = 20 Marks

Questions	CO	Bloom's Level
Q. 1: Write any four nature of services which justify the characteristics of service operation(s).	CO1,	Level 1
Q. 2: How can one position “services” in the organization’s “Value chain”? Describe the strategy.	CO2	Level 1
Q. 3: Explain the various types of “Facility Design”. Also, give example for each.	CO2	Level 1
Q. 4: “Outsourcing and Offshoring are two distinct practices but still related to each other”. Do you agree? If Yes/No, why?	CO1, CO2	Level 1 Level 2
Q. 5: Differentiate between Front office and Back office. Explain at least four factors.	CO2	Level 2