Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539272   **Date:31/01/2023**
Subject Name: Services Operations Management
Time:10:30 AM to 1:30 PM   **Total Marks: 70**
Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.		Question Text and Description	Marks
Q.1		Define the following terms:	14
		(a) GIS	
		(b) Yield Management	
		(c) Shrinkage	
		(d) Ordering Cost	
		(e) Phantom Stockout	
		(f) Quasi Services	
		(g) Employee Empowerment	
Q.2	(a)	Discuss in detail various classification of services along with examples.	07
	(b)	What are Process Flow Diagrams? Depict service delivery system for any one service using process flow diagram for a banking organization.	07

OR

	(b)	Describe the customer experience and outcomes for a physical clothing retail outlet vs internet - based fashion retailer. Compare and contrast the services characteristics of these organizations.	07
Q.3	(a)	What are Demand Sensitive services? Explain factor rating method for site selection for these services.	07
	(b)	What is service capacity? Discuss strategies for allocating capacity to service firms.	07

OR

Q.3	(a)	Elaborate the challenges and methods of Site selection for Quasi-manufacturing services.	07
	(b)	Discuss the Newsvendor Model.	07
Q.4	(a)	Discuss Services vs Manufacturing Inventory. How various cost differ in both the scenarios.	07
	(b)	Elaborate the concept of Overbooking in Hotel Industry.	07

| Q.4 | (a) | Explain the concept of Multiple products and Shelf Space limitations taking example of a Grocery Mart. | 07 |
| | (b) | What do understand by Inventory inaccuracy? Explain the causes and effects of inventory inaccuracy. | 07 |

Q.5 **CASE STUDY:**

Education providers around the world are moving into electronic learning (e-learning). This trend has been set by the opportunities and challenges posed during covid pandemic. This trend has led to software developing organizations to take advantage and develop e-learning solutions.

One such tech developer Ancom Softs in India offers a wide range of applications, which include those directed towards knowledge-sharing, others that facilitate online interaction, and a further group that provide administrative support ranging from assessment recording through to payment systems. Many colleges and Universities to cope with the changing environment, have placed purchase order for various applications offered by Ancom. Ancom has collaborated with various educational institutes and outsourced the services of content development and online interaction. They also associated with a BPO firm to provide clients resolutions. They also have a long term service strategy to provide offshoring services once they are successful in India.

| | (a) | In a hurry to go along with the trend and capitalize upon it, Ancom didn't carry out much research. Now they are struggling with the scenario that different universities have different contents for the same course. With this context, elaborate outsourcing risks. | 07 |
| | (b) | Discuss competitive issues associated with offshoring scenario Ancom is envisaging. | 07 |

OR

| Q.5 | (a) | Discuss offshoring issues that can be identified in the case. | 07 |
| | (b) | What are the competitive advantages that can be identified with outsourcing? | 07 |

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