GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 4539272   **Date: 21/06/2023**
Subject Name: Services Operations Management
Time: 02:30 PM TO 05:30 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.1 Short Questions   14

    A. Differentiate: inventory in services and manufacturing business

    B. Define Shoplifting and ways to stop it.

    C. What is process simulation?

    D. Define mixed services.

    E. What are back orders?

    F. Define stockouts.

    G. Give two risks associated with outsourcing.

Q.2 **(a)** Give steps to select a site (location) for delivered services.   7

      (b) Explain service process matrix.   7
OR
      (b) Explain with example site selection for quasi manufacturing services.   7

Q.3 **(a)** Short note on capacity strategy.   7
      (b) Explain characteristics of services.   7
OR
Q.3 **(a)** With an hypothetical example, explain simulation in any business organisation.   7

	(b)	Which methods can be used for site selection in services with examples?	7
Q.4	(a)	Explain with example, where you can apply the newspaper vendor model and how?	7
	(b)	How to deal with multiple Products and Shelf Space Limitations?	7

OR

Q.4	(a)	Differentiate outsourcing and offshoring.	7
	(b)	Overcrowding during holidays and weekends is a major issue in tourist places in the hotel industry. How as a manager will you plan and deal with it?	7

Q.5	(a)	Markup and markdown are essential tactics in retail business", Do you agree? Support your answer with examples	14

OR

Q.5	(a)	What is the importance of yield management in the service industry? Is it essential? How?	14

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