

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

Subject Code:4539272**Date: 06-12-2023****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	Explain the following terms briefly: (a) Ordering Cost (b) Factor Rating Method (c) Process Map (d) GIS (e) Overbooking (f) Demand sensitive services (g) Pricing Risk	14
Q.2	(a) Discuss site selection process for Quasi-manufacturing services.	07
	(b) Elaborate the concept of overbooking in detail. What are its advantages and disadvantages?	07
	OR	
	(b) What is capacity? Explain short, medium and long term capacity strategies for a service organization.	07
Q.3	(a) Explain various costs associated with managing inventory in services.	07
	(b) Shelf space has its limitations and the difficulty increases when it comes to multiple products. Discuss these concerns and highlight the use of technology to overcome these problems.	07
	OR	
Q.3	(a) Information inaccuracy can cause multifold effects when it comes to managing inventory. Discuss the statement for services organization.	07
	(b) Elaborate the Newsvendor Model.	07
Q.4	(a) India is a preferred offshoring destination. Discuss the statement.	07
	(b) What is outsourcing? How is it different from offshoring?	07
	OR	
Q.4	(a) Discuss various risks associated with outsourcing.	07
	(b) How can competitive advantage be achieved by means of offshoring and outsourcing? Describe.	07

Q.5

CASE STUDY:

Every airport has a standard procedure for passengers when they reach the airport. Passengers arriving at an airport departure gate must first wait for their row to be called before proceeding to the gate to have their boarding pass authenticated. If the boarding pass does not match the departing flight, the passenger is directed to the appropriate gate. A passenger attempting to carry on an excessively large bag is directed to check the luggage piece and return. Passengers with the proper boarding pass and appropriate sized carry-on are allowed to enter the pass way and board the plane. When the plane reaches its scheduled destination, again there is a procedure that is followed wherein passengers reach at a gate for their luggage collection. And lastly, they leave from arrival gate.

- (a) Draw a process flow diagram of the departure gate process. **07**
- (b) How the departure gate process can be improved to avoid delays? **07**

OR

- Q.5**
- (a) Draw a process flow diagram of the plane landing till arrival gate. **07**
 - (b) Discuss process simulation to keep a track of passenger luggage. **07**
