

Subject : Elective-VII : Service Operations Management (Production & Operations Management)

Day : Tuesday
Date : 14/06/2016



Time : 02.00 PM TO 05.00 PM
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Discuss distribution of services by citing examples. [10]
- Q.2** Discuss Waiting – Line Analysis concept with suitable examples. [10]
- Q.3** How do you measure and control quality of services? [10]
- Q.4** Explain matrix of service characteristics with suitable examples. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Job Design
 - b) Dynamics of service delivery system
 - c) Scheduling for services personnel and vehicles
 - d) Aggregate capacity planning for services

SECTION – II

- Q.6** What are the factors affecting facility location? Suggest suitable locations for the plants of following products: [15]
- a) Television
 - b) Antibiotics medicines
- Q.7** Explain challenges in operations management of services by citing examples. [15]
- Q.8** What is work measurement? Discuss different techniques of work measurement by citing examples. [15]

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