

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- III - EXAMINATION-SUMMER-2024

Subject Code: 4539272

Date: 01/05/2024

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. No.	Question Text and Description	Marks
Q.1	Explain the following terms: (a) Service Delivery System (b) Shrinkage (c) Overbooking (d) Lost Sales (e) Demand Variance (f) Markdown Money (g) Phantom Stockout	14
Q.2	(a) Paraphrase the term service. Also mentions down its characteristics.	07
	(b) Elaborate site selection for delivered services with suitable example.	07
OR		
	(b) Explain why retailers opt for different mark up and mark down techniques.	07
Q.3	(a) What is yield management? Why is yield management important?	07
	(b) Explain Newsvendor model in detail.	07
OR		
Q.3	(a) Brief the facility location. Brief the location set covering problem.	07
	(b) Offshoring or Outsourcing? On what basis decision should be Made.	07
Q.4	(a) What are the objectives of inventory managements? Discuss the various features of inventory managements.	07
	(b) Explain Multiple Product sand Shelf Space Limitations.	07
OR		
Q.4	(a) Explain Information Privacy Risk in detail.	07
	(b) Explain Site Selection for Quasi- Manufacturing Services.	07

Q.5

CASE STUDY:

Company XYZ is a leading telecommunications service provider in a metropolitan area. They offer a range of services including internet, cable TV, and phone services to both residential and commercial customers. The company has been experiencing a significant increase in customer complaints related to service outages, slow internet speeds, and billing errors over the past few months. The management team is concerned about the negative impact on customer satisfaction and retention.

Upon investigation, it was found that the root causes of these issues include outdated infrastructure, inadequate staffing levels for customer support, and insufficient monitoring systems to detect and resolve service disruptions promptly. Additionally, the company's billing system is outdated and prone to errors, leading to incorrect charges on customer invoices.

The management team realizes the urgency of addressing these issues to improve service quality, enhance customer satisfaction, and maintain a competitive edge in the market.

- | | | | |
|------------|-----|--|-----------|
| | (a) | What strategies can the company implement to upgrade its infrastructure and improve service reliability? | 07 |
| | (b) | How can the company enhance its customer support capabilities to address complaints more effectively? | 07 |
| | | OR | |
| Q.5 | (a) | What measures should the company take to regain customer trust and improve satisfaction levels? | 07 |
| | (b) | What long-term strategies should the company adopt to stay competitive in the telecommunications market? | 07 |
