

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: 4539272

Date: 18-12-2025

Subject Name: Services Operations Management

Time: 10:30 AM TO 01:30 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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Quasi manufacturing service	
(b) Two ways to prevent shop lifting	
(c) Service Operations Management	
(d) Reorder point	
(e) Phantom stockout	
(f) Agile management	
(g) Discounted pricing	
Q.2 (a) Why are demand-delivered services usually found near population centers rather than highways, explain with examples.	07
(b) Discuss how technology (e.g., online ordering of medicines) is changing the demand-delivered service model.	07
OR	
(b) If two pharmacies open in the same area, does demand sensitivity increase? Why ?	07
Q.3 (a) A seasonal company hires temporary workers during peak demand. Identify the capacity strategy and justify its use.	07
(b) How does regression analysis provide more accuracy than judgmental methods in site selection? Discuss with pros and cons.	07
OR	
(a) Evaluate the statement: "More products do not always mean more sales; efficient shelf management matters more.	07
(b) A food retailer has excess inventory of fresh vegetables due to lower customer demand. As a supply chain manager, what tactics would you use?	07
Q.4 (a) Explain the significance of intangibility in services marketing.	07
(b) Differentiate between markup and markdown with examples	07

OR

- (a)** During a festival, your hotel is fully booked, but walk-in guests still arrive. How will you handle this situation professionally? **07**
- (b)** Describe the four quadrants of the Service Process Matrix with examples. **07**

Q.5

GlobalTech Solutions, a mid-sized software company based in India, faced mounting operational costs and limited in-house expertise for handling specialized software projects. To remain competitive in the fast-paced technology market, the management decided to adopt a dual strategy involving outsourcing and offshoring. Routine IT maintenance tasks, such as system monitoring, bug fixes, and database management, were outsourced to a reliable local vendor. This allowed GlobalTech to reduce operational expenses, focus on its core competencies, and improve efficiency.

For more complex software development projects requiring advanced skills, the company chose to offshore operations to a partner firm in Eastern Europe. This approach provided access to a global talent pool, faster project delivery, and exposure to international best practices. However, the dual strategy also presented several challenges, including communication delays across time zones, cultural differences affecting teamwork, and ensuring consistent quality standards.

To address these challenges, GlobalTech implemented yield management techniques, optimizing resource allocation, scheduling, and project prioritization to maximize productivity and revenue. The company also invested in collaboration tools, training programs, and periodic performance reviews to maintain quality and streamline operations. Overall, the combined outsourcing and offshoring approach enabled GlobalTech to balance cost, quality, and speed while remaining agile in a competitive market.

- (a)** What are the benefits and risks of outsourcing as shown in the case? **07**
- (b)** How did offshoring help GlobalTech access talent and reduce delivery time? **07**

OR

- (a)** Identify a situation in the case where yield management could improve efficiency or revenue. **07**
- (b)** Compare outsourcing vs. offshoring using this example **07**
