



QP CODE: 26801890



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Reg No :

Name :

MBA DEGREE SPECIAL REAPPEARANCE EXAMINATION APRIL 2026

Third Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB03FE35 - SERVICES OPERATIONS MANAGEMENT

2024 ADMISSION ONLY

9589F1AC

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What are the main characteristics of services?
2. Write any two examples of service classification.
3. What is meant by service encounter?
4. What is a service delivery system?
5. Define service quality in context of service management.
6. What is meant by offshoring?
7. What are the key elements of a service process?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Discuss how decision-making tools such as service blueprinting or fail-safing aid in service design.
9. Discuss the challenges involved in managing customer expectations in global service environments.
10. Explain the key elements of service delivery – processes, people, and technology.
11. Discuss how technology and information systems enhance service delivery.
12. Explain how a service performance network contributes to operational excellence.
13. Explain the importance and objectives of performance measurement in service organizations.





14. Explain the concept of service performance networks with examples.

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Create a comparative study of service delivery practices across industries such as airlines, IT, and education, highlighting best practices and limitations.
16. A city hospital routinely faces overwhelming patient influx during flu season, leading to overcrowded waiting rooms and delayed consultations. Although doctors try their best, resource constraints and poor scheduling contribute to the problem.
Question: Recommend capacity planning strategies the hospital could use to better manage fluctuating demand and improve patient satisfaction during busy periods.

Compulsory Question

17. A mid-size retail chain implemented a new performance measurement system to track sales, customer service ratings, and inventory management. Managers found that, while sales improved, customer satisfaction ratings declined.
Question: How should the company align its performance measurement system to balance sales goals with service quality, and why is measuring service performance crucial in this context?

(2×10 = 20 Marks)

