

SUPPLEMENTARY  
BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)  
B. Tech. Sem - VIII Computer Science & Business Systems : SUMMER : 2025  
SUBJECT: SERVICES SCIENCE & SERVICE OPERATIONAL MANAGEMENT

Day : Monday  
Date : 11/08/2025

S-24209-2025

Time : 10:00 AM-01:00 PM  
Max. Marks : 60

**N.B.:**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Draw neat and labelled diagrams **WHEREVER** necessary.
- 4) Use of non-programmable calculator is **ALLOWED**.
- 5) Assume suitable data, if necessary.

Q. 1 Analyze the challenges faced by the Indian service sector. Suggest strategic measures to enhance its global competitiveness. (10)

OR

Q. 1 Define 'service encounter' and discuss its role in shaping customer satisfaction. Provide examples of positive and negative encounters in the airline industry. (10)

Q. 2 Explain the concept of 'value co-creation' in Service Dominant Logic. How can business facilitate co-creation with customers? Illustrate. (10)

OR

Q. 2 Critically analyze the role of technology like AI, IoT in modern service design. How can it enable personalized customer experiences? (10)

Q. 3 Explain the SERVQUAL model and its five dimensions. How can a telecom company use SERVQUAL to identify and bridge service quality gaps? (10)

OR

Q. 3 Discuss the benefits and risks of offering unconditional service guarantees. How can a hotel chain implement guarantees without increasing costs? (10)

Q. 4 Describe the applications of queuing theory in managing service wait times. How can a hospital reduce patient waiting times using queuing tools? (10)

OR

Q. 4 Compare perishable and non-perishable inventory management in services. How can a supermarket optimize inventory to reduce waste while meeting demand? (10)

Q. 5 Discuss the importance of Supplier Relationship Management (SRM) in service operations. How can a hotel chain ensure reliable partnerships with food suppliers and housekeeping service providers? (10)

OR

Q. 5 Explain the 'make-or-buy' decision in service contexts. What factors should a hospital consider when outsourcing laundry services? (10)

Q. 6 What are the aspects of service innovation? Explain how companies like Uber disrupted traditional industries through innovative service models. (10)

OR

Q. 6 Explain the role of customer co-creation in service innovation. How can healthcare providers use patient feedback to design better telemedicine services? (10)

\* \* \* \* \*