

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)

Computer Science & Business Systems

B.Tech. (CSBS) Sem - VIII :SUMMER : 2023

SUBJECT : SERVICES SCIENCE & SERVICE OPERATIONAL MANAGEMENT

Day : Tuesday

Time : 02:30 PM-05:30 PM

Date : 23-05-2023

S-20489-2023

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Draw neat and labeled diagram **WHEREVER** necessary.
- 4) Assume suitable data if necessary.

Q.1 What are different service packages? How do they help an organization to get advantages of services? Illustrate. [10]

OR

Q.1 Explain the importance of service operations and it's role in the Indian economy and society with appropriate examples. [10]

Q.2 Elaborate the concept of Goods Dominant Logic to Service Dominant Logic and how do they impact on the manufacturing firms? [10]

OR

Q.2 What is meant by development of Strategic Service Vision (SSV)? Illustrate its importance in the organizational competitive environment. [10]

Q.3 Explain in detail Huff's retail model for facility locations and provide suitable example to highlight its importance for retail operations. [10]

OR

Q.3 What are the different types of service guarantees? Elaborate different steps of service recovery. [10]

Q.4 What is meant by demand forecasting? Discuss various methods of demand forecasting. [10]

OR

Q.4 What are the various strategies for managing capacity to match the demand? Explain with appropriate examples for each. [10]

Q.5 Elaborate the relationship of supply chain and supply chain management? Why relationship management is significant in supply chain strategies? Illustrate. [10]

OR

Q.5 What is vehicle routing optimization? State different major benefits of optimizing transportation route scheduling. [10]

Q.6 Explain the service innovation in business with appropriate examples. [10]

OR

Q.6 What is service innovation and how does it play significant role in the digital world? Illustrate. [10]

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