

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - VIII CS&BS : WINTER: 2025
SUBJECT: SERVICES SCIENCE & SERVICE OPERATIONAL MANAGEMENT

Day : Friday
Date : 21/11/2025

W-24209-2025

Time : 02:30 PM-05:30 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 Compare manufacturing and service operations across dimensions like output tangibility, customer involvement, quality measurement and inventory management. (10)

OR

Q. 1 Discuss the challenges of demand-capacity management in services. Suggest strategies for a hotel to handle seasonal demand fluctuations. (10)

Q. 2 What is a Strategic Service Vision (SSV)? Outline its key components and explain how it helps firms achieve competitive advantage. (10)

OR

Q. 2 How can Service Dominant Logic (SDL) and value co-creation principles be applied to the tourism industry? Discuss with examples of Uber. (10)

Q. 3 Discuss the role of 'servicescape' in service layout design. How do ambient conditions, spatial layout and collective influence customer behaviour in a hotel? (10)

OR

Q. 3 Propose a step-by-step service recovery framework for an airline handling flight cancellations. How can empowerment of staff enhance recovery efforts? (10)

Q. 4 Explain the psychology of waiting in services. Suggest strategies to make waiting times more tolerable for customers at a bank. (10)

OR

Q. 4 Compare qualitative and quantitative methods of demand forecasting in services. Discuss the suitability of each method for a healthcare provider planning expansion. (10)

Q. 5 What is a service hub? Illustrate its role in streamlining service delivery with examples from the aviation. (10)

OR

Q. 5 How can collaborative planning, forecasting and renewal be applied in service supply chains? Illustrate with an example from healthcare. (10)

Q. 6 Compare the challenges of routing vehicles for goods delivery versus passenger transportation. What unique factors must be considered in each case? (10)

OR

Q. 6 Evaluate the challenges of scaling innovative services. What operational and strategic factors determine success? (10)

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