

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

Day : Friday
Date : 23/05/2025

S-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 Discuss the significance of the service sector in India's economic growth. State its contribution to GDP, employment and key emerging trends. (10)

OR

Q. 1 Describe the Service Profit Chain model. How can organizations leverage it to improve profitability and customer loyalty? (10)

Q. 2 Compare Goods-Dominant Logic (GDL) and Service-Dominant Logic (SDL). How does SDL redefine value creation in services? Provide industry examples. (10)

OR

Q. 2 Identify and explain the key elements of a service delivery system. How do these elements interact to ensure seamless service execution? (10)

Q. 3 What is a Walk-Through Audit (WTA)? Outline the steps to conduct a WTA for a restaurant and discuss its benefits in improving service quality. (10)

OR

Q. 3 What are the key characteristics of an effective service guarantee? Design a guarantee policy for an e-commerce platform and justify its components. (10)

Q. 4 Discuss the role of inventory in service operations. How does poor inventory management impact service quality in retail or logistics sectors. (10)

OR

Q. 4 A multiplex cinema faces high demand variability. Propose a strategy combining demand forecasting, capacity adjustments and inventory management to optimize operations. (10)

Q. 5 Compare and contrast single sourcing vs. multi-sourcing strategies in service supply management. What are the risks and benefits of each approach for IT service firms? (10)

OR

Q. 5 How can technology like blockchain, cloud-based platforms improve transparency and coordination in service supply networks? Discuss with examples from banking. (10)

Q. 6 How can Design Thinking foster service innovation? Outline the stages of Design Thinking and apply them to redesign a public transportation service. (10)

OR

Q. 6 Discuss the concept of 'Open Innovation' in services. How can banks leverage APIs and partnerships to drive innovation? Provide examples like India's UPI ecosystem. (10)

* * * * *