

**B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)**  
**B.Tech. (CSBS) Sem - VIII : WINTER : 2024**  
**SUBJECT: SERVICES SCIENCE & SERVICE OPERATIONAL MANAGEMENT**

Day : Saturday  
Date : 30/11/2024

**W-20489-2024**

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 labelled diagrams **WHEREVER** necessary.

**Q.1** What are different packages, its characteristics and various framework to design service operation system? Elaborate with the help of examples. (10)

**OR**

**Q.1** State different types of encounters while giving services. Illustrate, what different tools help to enhance these encounters? (10)

**Q.2** Explain various design thinking methods which works as an aid to service design with suitable examples. (10)

**OR**

**Q.2** What is meant by NSD cycle service, blueprinting and elements of service delivery system? Illustrate how they fulfil the need of service development. (10)

**Q.3** Explain the role of SERVQUAL model with example. (10)

**OR**

**Q.3** What are different dimensions of service quality? What are different tools to improve the service quality? Illustrate. (10)

**Q.4** Describe the different types of forecasting methods for demand forecasting with examples. (10)

**OR**

**Q.4** Elaborate the following terms: (10)  
i) Managing capacity demand      ii) Psychology for waiting  
iii) Managing waiting line      iv) Matching capacity and demand

**Q.5** What is after sales service management and why is it having an important place in today's business scenario? (10)

**OR**

**Q.5** Explain the vehicle routing problem with the help of following points: (10)  
i) Managing after sales service      ii) Transportation of people and vehicle  
iii) Techniques for optimizing vehicle routes

**Q.6** Illustrate the importance and complementariness of service innovation and service productivity. (10)

**OR**

**Q.6** What is meant by service innovation? Elaborate different tools that enterprises use to enhance their services. (10)

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