

Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA SIM, Semester-4th

SERVICE OPERATIONS MANAGEMENT

Subject Code: BBASM 402-18

M.Code: 77430

Date of Examination: 13-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define Operations.	CO1	L1
b.	Interpret the effective strategies for managing service based business operations during peak demand periods.	CO1	L2
c.	Recall the service delivery system.	CO2	L1
d.	Illustrate the ways to implement capacity management.	CO2	L2
e.	Outline quality control initiatives in India organizations.	CO3	L2
f.	Summarize the use of TQM in managing service operations.	CO3	L2
g.	List the impact of evolution of technology on the services.	CO4	L1
h.	Explain the concept of process layout.	CO4	L2
i.	Recall the term work measurement.	CO5	L1
j.	How control charts are used in manufacturing situations	CO5	L1
SECTION-B			
UNIT-I			
2.	Identify the key differences between capacity planning for service based business and manufacturing businesses.	CO1	L3
3.	Analyze the nature, scope and functions of production and Operations management.	CO1	L4

1/M77430

UNIT-II			
4.	Explain the meaning of service positioning and various strategic options available for positioning of services.	CO2	
5.	Simplify the key distinguishing features of services that differentiate them from tangible goods and how these features impact the way that services are designed, marketed and delivered to customers	CO2	
UNIT-III			
6.	Conclude the various techniques used for work measurement.	CO3	
7.	Classify some best practices for designing and delivering high quality services to customer and ensure that business service aligns with their overall brand.	CO3	
UNIT-IV			
8.	Identify the various strategies available for managing capacity and demand.	CO4	
9.	Justify the benefits of implementing a quality control system for service based businesses and ways to implement them effectively.	CO5	

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

2/M77430

