Oct- Nov- 2025

Dnyanganga Institute of Management & Entrepreneur Development
LIBRARY

Total No. of Questions : 5]

SEAT No. :

PE-12153

[Total No. of Pages : 2

[6551]-877

M.B.A.

OSCM 618 MJ : SERVICE VALUE CHAIN MANAGEMENT

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *Attempt all Questions.*
2) *Make suitable Asumptions wherever necessary.*
3) *All questions carry Equal marks.*

Q1) **Attempt any Five questions :** **[5 × 2 = 10]**

a) Define the service value.

b) What is service pricing?

c) Customer loyalty.

d) What is Network?

e) ITECS

f) CRM

g) E-Procurement.

Q2) **Attempt any Two questions :** **[2 × 5 = 10]**

a) What are the factors affecting Innovation?

b) Discuss the key elements of service profit chain.

c) What is Alliance between Non-competing firm?

P.T.O.

SPPUQuestionPapers.com
CMMP020351 103.68.11.123 13/01/2026 13:40:06 103

Q3) a) Discuss the factors that influence service organizational design for Innovation. **[10]**

OR

b) Explain how evaluating internal customer value leads to external customer satisfaction. **[10]**

Q4) a) Discuss the significance of the service profit chain. How do customer loyalty and satisfaction drive long term profitability. **[10]**

OR

b) Managing a business Network is more complex than managing a single firm. Evaluate this using concept of Focal firms and supplier Relationships. **[10]**

Q5) a) Discuss the challenges of managing the value chain in a multi-speciality Hospital. **[10]**

OR

b) Evaluate the impact of IT-enabled services on modern service delivery. **[10]**

⌘⌘⌘

SPPUQuestionPapers.com
CMMP020351 103.68.11.123 13/01/2026 13:40:06 103