Oct-Nov-2025

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Total No. of Questions : 5]

SEAT No. :

PE-12115

[Total No. of Pages : 2

[6551]-821
S.Y. M.B.A.
302-SC OSCM-602MJ : SERVICES OPERATIONS MANAGEMENT
(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw neat and labelled diagrams wherever necessary.*

Q1) Solve ANY FIVE (2 Marks each) : **[5 × 2 = 10]**

a) Identify the meaning of Service Operations Management.

b) Explain Service Design Elements.

c) Define Service Encounter.

d) Describe strategic service location considerations.

e) Identify elements of Servicescape.

f) Outline the concept of Service-Dominant Logic.

g) Explain customer participation in service delivery.

h) Identify the concept of Environmental Psychology in services.

Q2) Answer ANY TWO (5 Marks each) : **[2 × 5 = 10]**

a) Analyze characteristics of services and their impact on service design.

b) Explain and organize stages of New Service Development.

c) Explain and illustrate Service Blueprinting and its relevance.

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Q3) Answer ANY ONE : **[1 × 10 = 10]**

a) Explain and examine the Service Encounter Triad and employee roles.

b) Explain and relate customer expectations with the Service Profit Chain.

Q4) Answer ANY ONE : **[1 × 10 = 10]**

a) Analyze strategic service location and impact of the Internet.

b) Explain and compare facility location models used in services.

Q5) Answer ANY ONE : **[1 × 10 = 10]**

a) Design a service facility layout for a hospital OPD.

b) Analyze service process flow of a fast-food restaurant.

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