April-May-2026

Dr. D. Y. Patil Institute of Management & Entrepreneur Development
LIBRARY

Total No. of Questions : 5]

SEAT No. :

PF5871

[Total No. of Pages : 2

[6648]-763

S.Y.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) *All questions are compulsory.*
2) *All questions carry equal marks.*
3) *Figures to the right indicate full marks.*

CMMP020351 103.68.11.122 05/06/2026 13:42:31 103
SPPUQuestionPapers.com

Q1) Attempt any five. **[5×2=10]**

a) ERP

b) Service pricing

c) Focal Firm

d) Internal customer

e) What is e-procurement

f) Define the service value

g) Service Innovation

Q2) Attempt any Two. **[2×5=10]**

a) What is customer Advocacy group.

b) Compare the alliance between competing firm and non - competing firm.

c) What are the key elements of service profit chain.

Q3) a) How the factors of innovation influence service organizational design. **[10]**

OR

b) Discuss now evaluating internal customer leads to external customer satisfaction.

P.T.O.

Q4) a) Analyse the impact of IT - Enabled services on the modern service delivery. **[10]**

OR

b) "Managing a Business network is more complex than managing a single firm". Evaluate this statement using the concept of focal firms and supplier relationship.

Q5) a) Discuss the challenges of managing the service value chain in the Premium Hotel with suitable example? **[10]**

OR

b) Discuss "How does a Travel Agency Act as a partner in value creation"?

✪ ✪ ✪

SPPUQuestionPapers.com
CMMP020351 103.68.11.122 05/06/2026 13:42:31 103