April-May-2026

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Total No. of Questions : 5]

SEAT No. :

PF-5725

[Total No. of Pages : 2

[6648]-707

S.Y. M.B.A.

OSCM602 MJ : 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 5 (2 marks each) : **[10]**

a) Define Service Operations Management.

b) Explain Service Design Elements.

c) Explain the Service Encounter Triad.

d) Describe strategic location of service facilities.

e) Explain environmental dimensions of servicescape.

f) Explain the Service Package.

g) Explain the Degree of Divergence in services.

h) Explain Flow Process Layout.

Q2) Answer any 2 (5 marks each) : **[10]**

a) Analyze characteristics of services and Service-Dominant Logic.

b) Explain New Service Development and innovation in services.

c) Explain and apply Service Blueprinting in service organizations.

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Q3) Answer any one : **[10]**

a) Explain service organization culture and employee empowerment.

b) Explain ethical climate and control systems in services.

Q4) Answer any one : **[10]**

a) Analyze the impact of Internet on service location decisions.

b) Explain regression analysis in service location decisions.

Q5) Answer any one : **[10]**

a) Design a service process flow for an online food delivery service.

b) Analyze facility design factors for a hospital.



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