**Service operations**

**Internal Assignment Applicable for June 2020 Examination**

**1. What are the factors which are considered important by an organisation while evaluating Quality in Service Operations? Elaborate your answer with an example of an Educational Institute**

**Answer**: Companies that are rated higher on service quality perform better in terms of market share growth. Standards of service quality remain difficult to determine as the gap between customer expectations and service levels remains difficult to bridge. Before formulating any marketing strategy, a firm must clearly define what quality means to it. The next step is to come up with a method that measures quality in quantifiable terms, so that any deficit towards achieving the same may be identified and

**2. Discuss the concept of Front Office & Back Office in Service Operations. Explain which services are categorized in these two types w.r.t. a Restaurant setup**

**Answer**: The terms front-office and back-office are normally used to describe the parts/departments of an organisation that deal with the customer/ client and management of the organisation, respectively. The front office, also called front line, is the part, visible to customers and remains in a direct contact with them. It takes care of activities, which help the organisation to be in direct relationship with customers. Front office involves marketing, user support or after-sales service teams. On the other hand, back office refers to the part of the organisation that covers all internal processes within the organisation. These internal processes

**3. The Healthcare setup is a good example wherein the businesses involve service operations with utmost customer satisfaction. The ‘sold products’ are evaluated by the customers and rated highly based on the ‘service’ that the seller provides. With reference to the Healthcare setup discuss the following aspects of service operations**

**a. Discuss the elements that need to be planned in a Service Framework.**

**b. What are the challenges faced by the Service Managers who manage these service operations?**

**Answer**: a) A service framework refers to a collection of principles, standards, policies and constraints considered for designing, developing and deploying services provided by a service provider. Almost all services such as maintenance and support services, consulting services, IT services, etc. are designed using a service framework. A service provider should ensure that the service elements are technology agnostic, which means the service provider is open to use different kinds of technology for solving different problems. For each service element in

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