**Service Operations Management**

**December 2021 Examination**

# 

# Q1. Define and briefly explain the term ‘Service Design’. What are the various approaches that organizations adopt to implement ‘Service Design’? Explain with examples for approach from setups like Banking or a Healthcare setup (choose any one reference of your own choice) (10 Marks)

# Answer 1:

**Introduction**

Service design is an enhanced work and group of a provider to boom its quality and the relationship among its dealer and customers, including its personnel, infrastructure, communication, and materials. The design of services can feature as a way of informing or creating an existing provider approximately modifications in the long run. Service design processes purpose to expand the best strategies for services in keeping with users' needs and consistent with service carriers' abilities and competencies. The service might be person-

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# Q 2. Discuss the Role of Service Engineers in ‘Engineering’ Service Operations. Explain the three techniques used to evaluate service operations with reference to a setup for an Educational Institute. (10 Marks)

# Answer 2:

**Introduction**

Service engineers are at the rate of various tasks both inside and outdoor of the workplace, including the design, installation, and preservation of mechanical, electrical and general prosperity security systems. Individuals in this profession may be building groups engineers, agency engineers, the main problem remember experts, building planners, or administrative center coordinators. As clients and specialized companies create new costs through globally connected assistance endeavors, management engineers are coming across new liberties to

# Q3. The Hospitality sector is a good example wherein the businesses involve both manufacturing (food preparations) as well as service operations. The sold products are evaluated by the customers and they are also rated based on the service that the seller provides. With reference to the industry discuss the following aspects of service operations

# a. Discuss the elements that need to be planned in a Service Framework of a Hospitality setup. (5 Marks)

# b. What are the challenges faced by the Service Managers who manage these service operations? (5 Marks)

# Answer 3 a:

**Introduction**

While the ordinary maintenance looks like the identical aspect, there are several significant variances. In different words, the planned maintenance specifies how and what work is to be performed; the scheduled protection defines who will perform the work and while. Planned renovation gives a high-quality danger for upkeep costs to be reduced.

**Answer 3 b:**

**Introduction**

These days, extra than ever, associations and public area affiliations are under pressure to lower expenses and cut down resources to stay useful or work inner their financial plans. Meanwhile, clients are becoming more complicated with growing suspicions, and markets provide clients