**Service Operations Management**

**April 2022 Examination**

**Q1. What are the factors which are considered important by an organisation while evaluating Quality in Service Operations? Elaborate your answer with an example from the Hospitality Sector.**

**Ans 1.**

**Introduction:**

A customer base who perceives the services of a company as high-quality are more likely to conduct business with the company. Customers who purchase from businesses that offer high service standards tend to keep purchasing from them regularly. This saves marketing dollars. The SERVQUAL model is comprised of five dimensions: reliability the ability to respond, confidence, empathy, and tangibles. These dimensions are utilized in the service quality gap, which means that there is an inconsistency between the customer's expectations and the Its Half solved only

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**Q2. Strategies and decisions are taken at various hierarchal levels in an organization. Explain different levels of hierarchy in organisations and discuss the various Strategic decisions taken at these different levels of hierarchy. Explain these hierarchical levels and decisions by taking an example of any Educational Institute of your choice.**

**Ans 2.**

**Introduction**

The majority of organizations have three management levels: middle-level, first-level and top-level managers. They are classified by a hierarchy of authority and are able to perform various duties. Three levels of management within an organization hierarchy:

* Top-level
* Middle-level
* Lower level

Managers at the top are accountable in setting the goals of their organization. Managers at the middle level are involved in achieving their goals. In addition, managers at lower levels ar

**Q3. The Healthcare sector is one the most prominent in the service sector. Many processes are involved in this sector by various organisation. Hence it becomes critical for Healthcare**

**Institutes to plan their processes in different ways to provide the best possible services to**

**their customers. Highlight the attempts of these organisations from the following aspects**

**as given below.**

**a. The customer need not be involved in all the processes, and consequently the Healthcare**

**Institutes’ services need not plan all the components of their facilities to please the**

**customers as well as make them visible to customers. Discuss this aspects of facility**

**planning with the concept of Decoupling of processes.**

**Ans 3a.**

**Introduction**

In the field of health, the days of routine business are long gone. All over the world, every health care system is struggling with increasing costs and a lack of quality despite the efforts of highly-trained, well-intentioned clinicians. Health care executives as well as policymakers have attempted numerous incremental solutions--fighting fraud, decreasing errors, enforcing practices

**Ans 3b.**

**Introduction:**

A service blueprint is a drawing which shows the relationship between various service components, people objects (physical as well as digital proof) and processes that are tied to the touch points of the customer's journey. Consider service blueprints as an additional component to