**Service Operation Management**

**June 2022 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)**

# Ans 1.

## Introduction

Service design is a method based totally on person-centric, and this includes all end-customers and stakeholders in a link with all service design. It's also a process of creating and arranging the plan of humans and infrastructure with all communication and with components of materials to enhance the first-rate of the carrier. This also occurs inside the communication technique between the stop customers and the carrier company. This is the technique of improving the link and relation among the customers and the carrier providers. Also, this is a system of actively

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**Q2. 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)**

**Ans 2.**

**Introduction**

A provider engineer is responsible for addressing clients` issues about the company's products and services thru technical resource answers. Repairing faults, retaining structures, developing preventative protection strategies, and updating character manuals are all duties of the company engineer. To be a hit provider engineer, one needs to be nicely-versed in the device and open to accepting practical criticism. Service engineers execute preventative protection, improve systems

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# 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)

# Ans 3a.

## Introduction

The hospitality industry is considered a vital region within the business industry. The three essential occupations in this hospitality industry are meals, accommodation, and tourism & tour. Further, some elements of the hospitality industry allow them to plot and construct their business

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

**Ans 3b.**

**Introduction**

In such a hospitality industry, the provider managers have to face a few demanding situations to control the offerings. Inside the hospitality industry case, the venture of management is pretty tricky. Managers should face such challenges while adapting to the modifications of cutting-edge