**Service Operations Management**

**September 2022 Examination**

**Q1. Strategies and decisions are taken at various hierarchal levels in an organization. Explain different levels of hierarchy in organizations 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 1.**

**Introduction**

The organizational structures of Indian colleges and universities are distinct based on their history as well as their culture and past however, they have many commonalities. Private liberal art could have a large board of trustees, however, a public research institution located in a system of state does not have trustees. But the vast majority (public and private) of universities are controlled or run by an institution or system-wide board.

The organizational structure of colleges and universities is an important indicator of the institution's activity but it's not the only factor to consider. Researchers in higher education have

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**Q2. What are the factors, which are considered important by an organisation while evaluatingQuality in Service Operations? Elaborate your answer with an example from the Hospitality Sector.**

**Ans 2.**

**Introduction**

Parasuraman and. Parasuraman et. al. (1991) created the SERVQUAL tool. It has been utilized in numerous studies of service quality. It's practical and has an extensive use. Numerous researchers have utilized the SERVQUAL model to evaluate the quality of service in the hospitality industry. They have also altered it to suit particular hospitality scenarios.

Parasuraman and. Parasuraman et. al. (1985) developed the gap model and its subsequent SERQUAL instrument to quantify and determine the difference between the expectations of customers and their impressions of the services they received. The direction and the degree of

**Q3.The Healthcare sector is one the most prominent in the service sector. Many processes areinvolved in this sector by various organisation. Hence it becomes critical for HealthcareInstitutes to plan their processes in different ways to provide the best possible services totheir customers. Highlight the attempts of these organisations from the following aspectsas given below:**

**a. The customer need not be involved in all the processes, and consequently the HealthcareInstitutes’ services need not plan all the components of their facilities to please thecustomers as well as make them visible to customers. Discuss this aspect of facility planning with the concept of Decoupling of processes.**

**Ans 3a.**

**Introduction**

The days of working as usual in the field of health care are over. Every health system across the world is facing increasing costs and inequality despite the efforts of highly trained and well-intentioned doctors. All it boils down to the highest value for patients, that is, getting the best

**Q3b. To ensure that all processes will run effectively and error free, how can healthcare servicesadopt the concept of Service Design (Blueprinting) during the planning phase of service operations.**

**Ans 3b.**

**Introduction**

A service blueprint is a sketch that shows how a business organizes its processes to offer an improved customer experience. Services designers utilise them almost exclusively. The process of service blueprinting is comparable to mapping journeys. It should be built on an inclusive method that is based on clearly defined goals and supported by research. Designing and