**Service Operation Management**

**September 2023 Examination**

**Q1. Enlist and explain in detail all applicable factors that customers consider while evaluating Quality in Service Operations? Elaborate your answer with an example from the E-Commerce segment. (10marks)**

**Ans :**

**Introduction:**

In carrier operations, ensuring a high-quality provider is essential for attracting and maintaining clients. Quality in provider operations refers to assembly or exceeding patron expectancies and delivering dependable, responsive services that meet the desired standards. Clients evaluate service excellence based on several factors that can impact their notion and standard delight. Knowing these factors is essential for service carriers to improve and enhance their services constantly. This essay will enlist and explain in detail the elements clients consider while comparing exemplary in-service operations, focusing on the E-

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**Q2. Service Operation decisions are realized at different levels of hierarchy in organisations. Discuss the various Strategic decisions taken at these different levels of hierarchy. Explain these hierarchical levels and decisions by taking an example of any Healthcare Institute of your choice. (10marks)**

**Ans :**

**Introduction:**

Service operation choices are essential for successfully turning in services and accomplishing organizational targets in any corporation and healthcare institute. Those selections are made at different hierarchy stages, encompassing strategic, tactical, and operational levels. The hierarchical shape of an agency defines the jobs and obligations of every step, and the selections made to every degree contribute to the enterprise's general fulfillment.

A healthcare institute is a complex agency that gives clinical offerings, treatment, and patient care. It comprises a couple of departments, which include affected person care,

**Q3. The Entertainment sector is one the most prominent in the service sector. Many processes are involved in this sector by various organisation. Hence it becomes obvious for such setups 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 ‘Entertainment’ services need not plan all operations in the presence of the customers as well as make them visible to customers. Discuss these aspects of facility planning with the concept of Decoupling of processes. (5marks)**

**Ans :**

**Introduction**

The leisure sector is an essential thing of the provider enterprise, encompassing a wide range of businesses that provide leisure and leisure reviews to consumers. Such organizations must correctly plan their techniques to supply exceptional customer service. Facility planning is a crucial aspect of this quarter, which includes optimizing centers' physical and operational factors to acquire performance, effectiveness,

**b. To ensure that all processes will run effectively and error free, how a setup like a multiplex or entertainment parks adopt the concept of Service Design (Blueprinting) during the planning phase of service operations. (5marks)**

**Ans :**

**Introduction:**

The entertainment quarter is one of the most colorful and sought-after industries in the carrier sector. It encompasses many establishments, including cinemas and leisure parks, whose primary purpose is offering clients enjoyable and memorable experiences. To obtain this, organizations in the entertainment quarter should meticulously plan their tactics to ensure