**Service Operations Management**

**April 2024 Examination**

**Q1. Service ‘Engineers’ play in a vital role in designing ‘processes’ in Service Operations. Explain the three main techniques used to design and evaluate service operations with reference to a healthcare setup like a hospital/ polyclinic of your choice. (10 Marks)**

**Ans 1.**

**Introduction**

The realm of Service Operations Management is pivotal in shaping the efficiency and effectiveness of service delivery, particularly in the healthcare sector. Service engineers, with their specialized expertise, play a crucial role in designing and optimizing processes within hospitals and polyclinics. Their contribution is especially vital in ensuring that these healthcare facilities operate at peak efficiency while maintaining the highest standards of patient care. In this context, three main techniques stand out for designing and evaluating service operations: Lean Management, Six Sigma, and Queue Theory. Each of these methodologies offers unique insights and tools for process improvement, tailored to meet the

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**Q2. Quality in Service Operations/setup is evaluated on the basis of several factors. Discuss the various applicable parameters? Elaborate your answer with an example of Fine dine/ multicuisine restaurant of your choice. (10 Marks)**

**Ans 2.**

**Introduction**

Quality in service operations, especially in the context of a fine dine or multicuisine restaurant, is a multifaceted concept that plays a crucial role in determining the success and reputation of the establishment. It encompasses various parameters that collectively contribute to the overall customer experience. These parameters often extend beyond the tangible aspects of the food served, delving into intangibles such as ambiance, customer service, and overall dining experience. In today's highly competitive and customer-oriented market, understanding and implementing these quality parameters is essential for any fine

**Q3. Discuss the following aspects of service operations in context of any popular/major Ecommerce delivery provider of your choice.**

**a.)Explain the concept of Service Design (Blueprinting) during the planning phase of service operations that ensure that all processes are identified and function efficiently. (5 Marks)**

**Ans 3a.**

**Introduction**

Service design, particularly in the context of e-commerce delivery providers, is a critical aspect of planning and executing efficient service operations. This process involves meticulously crafting the service experience from the customer's perspective, ensuring every interaction and touchpoint is thoughtfully planned and seamlessly integrated. The concept of service blueprinting emerges as a vital tool in this phase, offering a detailed visual

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

**Ans 3b.**

**Introduction**

Service managers in the realm of e-commerce delivery face a unique set of challenges, reflective of the dynamic and rapidly evolving nature of this sector. As they navigate through the complexities of managing service operations, they encounter hurdles that range from technological advancements to customer expectations and logistical intricacies. These