

**SRM VALLIAMMAI ENGINEERING COLLEGE**  
**(An Autonomous Institution)**

SRM Nagar, Kattankulathur – 603 203

**DEPARTMENT OF MANAGEMENT STUDIES**

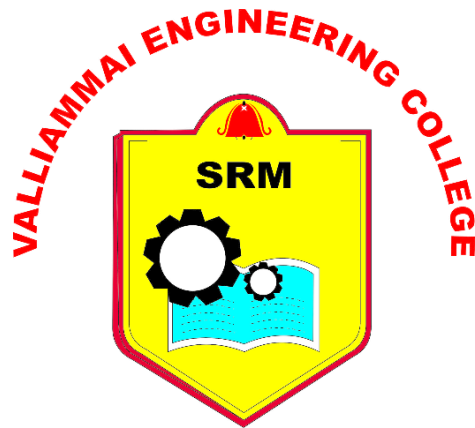
**QUESTION BANK**

**III SEMESTER**

**1915332 –SERVICES OPERATIONS MANAGEMENT**

**Regulation – 2019**

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*Prepared by*

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# SRM VALLIAMMAI ENGINEERING COLLEGE

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## DEPARTMENT OF MANAGEMENT STUDIES QUESTION BANK

**SUBJECT** : SERVICES OPERATIONS MANAGEMENT,  
**SEM / YEAR** : III Semester / II Year

### UNIT – I – INTRODUCTION

Services –Characteristics of Services– Importance, role in economy, service sector growth -Service classification, Service Process Matrix- Service Package, distinctive characteristics, open-systems view; Service Strategy –Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies - Environmental strategies.

### PART- A

S.N O	QUESTIONS	BT LEVEL	COMPETENCE
1	What is the meaning of service?	Level 1	Remembering
2	Distinguish between goods and services.	Level 2	Understanding
3	Identify the meaning of service package.	Level 3	Applying
4	Define Services.	Level 1	Remembering
5	Identify a service package for a college.	Level 2	Understanding
6	State the needser for providing value needed services.	Level 3	Applying
7	Define strategic services vision.	Level 1	Remembering
8	What is the concept of customer as a co-producer?	Level 2	Understanding
9	Identify the characteristics of services.	Level 3	Applying
10	What is meant by open system view?	Level 1	Remembering
11	State how service operation management is related to thestandard of living of people?	Level 3	Applying
12	Define moments of truth.	Level 1	Remembering
13	What is service process matrix?	Level 1	Remembering
14	Compare explicit and implicit service.	Level 2	Understanding
15	How would you show your understanding on environmental strategies?	Level 3	Applying
16	Give reasons for the classification of services.	Level 1	Remembering
17	Define explicit and implicit service.	Level 1	Remembering
18	What is meant by open view system for services?	Level 2	Understanding
19	Define value added services.	Level 1	Remembering
20	Interpret the need for providing value needed services.	Level 1	Remembering

21	What is role of IT in services?	Level 1	Remembering
22	State the features of internet strategies.	Level 2	Understanding
23	Define the strategy to win customers.	Level 1	Remembering
24	State the importance of services role in economy.	Level 3	Applying

PART- B				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1	What are the different types of service strategy? Explain their relative strengths and weaknesses.		Level 1	Remembering
2	Discuss in detail the sources of service sector growth.		Level 2	Understanding
3	How would you show your understanding on components of service package?		Level 3	Applying
4	Identify service package offered by your college or any other educational in situation.		Level 3	Applying
5	Evaluate and classify the services for strategic insights.		Level 4	Analysing
6.	Analyse the objectives of services.		Level 5	Evaluating
7	How will you evaluate the differences between goods and services? Develop examples.		Level 4	Analysing
8	Give examples for each characteristic of services.		Level 1	Remembering
9	Explain the concept of managing service experience economy.		Level 2	Understanding
10	“Fundamentally, there are no differences between service and manufacturing. Both are concerned with effectiveness, efficiency, quality and cost “-. Identify the facts behind this statement.		Level 3	Applying
11	Explain the components of service package of Airlines Industry.		Level 4	Analysing
12	What are the different stages in service firm competitiveness?		Level 1	Remembering
13	Explain the criteria for evaluating explicit services and implicit services.		Level 2	Understanding
14	i)Analyse the elements in the framework for formulating the strategic service vision. ii)Classify the generic strategies.	(9) (4)	Level 4	Analysing
15	What are the commonly used internet and environmental strategies?		Level 1	Remembering
16	Analyze the role of technology in services.		Level 3	Applying
17	Examine the open system approach in a perspective of an educational sector.		Level 4	Analysing

**PART – C**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	Explain with examples, the different types of services.	Level 4	Analysing
2	Explain in detail the various services strategies adopted by the various players of banking industry in enhancing the level of service	Level 4	Analysing
3	Interview a member of a restaurant's wait staff. Provide five standards that are provided to them by management pertaining to greeting and servicing their customers.	Level 5	Evaluating
4	Explain the role of services in the changing business scenario.	Level 4	Analysing
5	Analyze why it is difficult for service firms to compete compared to product based firms in the market.	Level 4	Analysing

## UNIT – II – SERVICE DESIGN

New Service Development – Design Elements-Structural & Managerial – Service Blue-Printing – Components of Blue Print –Service Blue Print Design - process structure – generic approaches – Value to customer; Retail design strategies – store size – Network configuration; Managing Service Experience –experience economy, key dimensions; Vehicle Routing and Scheduling.

### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define Service innovation.	Level 1	Remembering
2	What is Service blueprinting?	Level 2	Understanding
3	How would you show your understanding on New Service Development cycle?	Level 3	Applying
4	List the elements to be considered during Service designs.	Level 1	Remembering
5	State the meaning of retail design.	Level 3	Applying
6	Interpret the entry barriers in service industry.	Level 2	Understanding
7	List out the structural and managerial design elements.	Level 1	Remembering
8	What is line of visibility?	Level 2	Understanding
9	Identify why new service development is important?	Level 3	Applying
10	Identify the components of blue print.	Level 1	Remembering
11	What is the retail design strategies?	Level 2	Understanding
12	Interpret how to manage service experience.	Level 2	Understanding
13	What is vehicle routing?	Level 1	Remembering
14	What is service?	Level 2	Understanding
15	What is the divergence of services?	Level 3	Applying
16	Classify vehicle routing and scheduling.	Level 2	Understanding
17	Define value of customer.	Level 1	Remembering
18	Differentiate vehicle routing and scheduling.	Level 2	Understanding
19	Write about the dimensions of service economy.	Level 3	Applying
20	What do you mean by customer value equation?	Level 1	Remembering
21	What is experience economy?	Level 1	Remembering

22	Explain the heuristic principles for good scheduling and routing.	Level 2	Understanding
23	Outline the managerial design elements	Level 3	Applying
24	List the Components of blueprint.	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What are different types of new service?	Level 1	Remembering
2	Discuss the objectives and significance of new service development.	Level 2	Understanding
3	Outline the process involved in service blue print.	Level 5	Evaluating
4	Explain the service blue print for a fast food restaurant.	Level 2	Understanding
5	How do you show your understanding on elements of a service blue print?	Level 3	Applying
6.	i)Analyse the meaning of process structure. ii)Conclude your understanding on generic approaches to service system design.	(5) (8) Level 4	Analysing
7	Write a neat diagram explaining the retail design for a mall.	Level 2	Understanding
8	Illustrate the contributions that the customers make during the delivery of services.	Level 5	Evaluating
9	Summarize the significance of various process structures.	Level 2	Understanding
10	Write down the process of new service development.	Level 1	Remembering
11	Outline the design consideration for high and lowcontact operation.	Level 2	Understanding
12	Explain service innovation. How service innovation is different from product innovation of goods?	Level 3	Applying
13	Analyse the design considerations for high &low contact operations.	Level 4	Analysing
14	Explain the production line approach and information empowerment.	Level 1	Remembering
15	Explain structural and managerial elements of service design.	Level 2	Understanding
16	Elaborate the concept of process structure with reference to education Industry.	Level 3	Applying
17	Outline the structural Alternatives for a family alternatives.	Level 2	Understanding



**PART – C**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	How would you explain the various steps in New service developments?	Level 4	Analysing
2	Explain the stages in development of a new service with an example.	Level 4	Analysing
3	Draw a Service Blue Print for a luxury hotel.	Level 6	Creating
4	Compare various dimensions of experience economy.	Level 4	Analysing
5	Explain how the store will stand out from the competitor and how to create convenience and experience to encourage the customers to come into the store?	Level 5	Evaluating

### UNIT – III – SERVICE QUALITY

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality –SERVQUAL - Walk-through Audit; Quality service by design - Service Recovery - Service Guarantees - Types; Service Encounter – Types, Service Encounter triad, creating service orientation, service profit chain; Front-office Back- office Interface – service decoupling.

#### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What do you mean by service quality?	Level 1	Remembering
2	List the dimensions of service quality.	Level 2	Understanding
3	Write down the scope of service quality.	Level 3	Applying
4	Can you explain how Taguchi method can be applied in enhancing service quality?	Level 2	Understanding
5	How do you show your understanding on GAP Model?	Level 3	Applying
6	Identify the need for service recovery.	Level 1	Remembering
7	What is SERVQUAL?	Level 2	Understanding
8	Write down the need for service guarantee.	Level 3	Applying
9	What is service encounter? Explain with example.	Level 1	Remembering
10	Can you outline in brief the benefits of service guarantee?	Level 2	Understanding
11	How would you show your understanding on Gaps in service quality?	Level 3	Applying
12	What is quality function deployment?	Level 1	Remembering
13	Define service encounter triad.	Level 2	Understanding
14	Interpret how service failures occur.	Level 3	Applying
15	What are service recovery strategies?	Level 1	Remembering
16	Differentiate front office and back office.	Level 2	Understanding
17	Illustrate the outcome of walk through audit.	Level 3	Applying
18	Identify the various Gaps.	Level 1	Remembering
19	For what is the SERVQUAL instrument used?	Level 1	Remembering
20	Develop a model for service profit chain.	Level 2	Understanding
21	What is service decoupling?	Level 1	Remembering

22	State the role of contact personnel in services.	Level 1	Remembering
23	Identify what is meant by poke-yoke?	Level 2	Understanding
24	What are the important features of unconditional service guarantee?	Level 3	Applying

PART- B				
S.NO	QUESTIONS		BT LEVEL	COMPETENCE
1	List the dimensions of service quality. List out the gaps in Service quality.		Level 1	Remembering
2	Summarize various scope of service quality with quality checksheet for an emergency room.		Level 3	Applying
3	Explain the SERVQUAL Instrument. Critically evaluate SERVQUAL Instrument.		Level 2	Understanding
4	i) How would you show your understanding about service guarantees? ii) Identify the various types of service guarantees.	(5) (8)	Level 3	Applying
5	Analyse the strategies adopted by the servicesmarketers in services recovery.		Level 4	Analysing
6.	Develop guidelines for Effective Complaint Management.		Level 5	Evaluating
7	Evaluate the considerations for the introduction of service guarantees. Also explain its importance.		Level 3	Applying
8	What is Service Recovery and how does it work? Also		Level 1	Remembering
9	Explain the principles of service quality.		Level 2	Understanding
10	Identify the process involved in a walk through Audit.		Level 3	Applying
11	i) Analyse the term service counter. ii) Classify the different types of service Encounter.	(3) (10)	Level 4	Analysing
12	What are Managerial implications regarding backoffice and front office?		Level 1	Remembering
13	i) Explain the concept of front office and back office. ii) Compare front office and back office operations.	(5) (8)	Level 2	Understanding
14	Compare customer expectation and customerperception as in the SERVQUAL Instrument.		Level 4	Analysing
15	What are the features and benefits of service guarantee? State its types.		Level 1	Remembering

16	How will you measure the service quality for a health drink?		Level 2	Understanding
17	Analyse how walk-through audit can be used as a diagnostic instrument..		Level 4	Analysing

<b>PART – C</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	Service failure may occur .But service recovery is critical .Analyse.	Level 4	Analysing
2	Illustrate the use of walk through audit as a diagnostic instrument to evaluate the gaps in theservice delivery system.	Level 5	Evaluating
3	After a customer voices a complaint to an employee or a manager, what does it mean to “close the loop”? Why is this particular step important in handling complaints?	Level 5	Evaluating
4	Explain why service recovery is so important to companies?	Level 4	Analysing
5	Write a service encounter case study (200 words) of a memorable GOOD experience involving well-designed servicescape and physical evidence. Discuss what kind of physical evidence made a positive impression on you. Include pictures if possible. Then, analyze the case by discussing how did this service encounter differ from other similar types of service providers based on the service experience. How did the well-designed servicescape and physical evidence affect your customer loyalty and relationship?	Level 6	Creating

## UNIT – IV SERVICE FACILITY

Servicescape- Servicescape elements- environmental dimensions – framework; – behaviour - Facility design – nature, objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout; Service Facility Location – Factors, consideration, facility location techniques – metropolitan metric, Euclidean, center of gravity, retail outlet location – Problems in Location Decision.

### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What do you understand by service Scape?	Level 1	Remembering
2	List down the typology of servicecapes.	Level 1	Remembering
3	Infer the meaning of process analysis.	Level 2	Understanding
4	What are the advantages of process flow diagram?	Level 3	Applying
5	Define the concept service facility location.	Level 2	Understanding
6	What is meant by simulation?	Level 1	Remembering
7	Interpret service facility outlet.	Level 2	Understanding
8	List the various facility location techniques.	Level 1	Remembering
9	Compare Euclidian metric and metropolitan metric.	Level 2	Understanding
10	Build the formulae for centre of gravity.	Level 3	Applying
11	What conclusion can be drawn one psychology of waiting customers?	Level 3	Applying
12	What do you mean by capacity?	Level 1	Remembering
13	What is meant by Process Flow Diagram of Mortgage service?	Level 2	Understanding
14	List the environmental dimensions in service scape.	Level 1	Remembering
15	Compare the Euclidian metric and metropolitan metric.	Level 2	Understanding
16	How do you show your understanding on cycle timeand bottle neck?	Level 3	Applying
17	Classify the service facility location issues.	Level 2	Understanding
18	List the different types of facility layout.	Level 1	Remembering
19	List the steps in the location set covering problem.	Level 2	Understanding
20	Define Spatial Layout.	Level 1	Remembering

21	What is the strategic importance of location decision?	Level 1	Remembering
22	Infer cycletime of process analysis.	Level 2	Understanding
23	Write about the effect of criteria on location.	Level 2	Understanding
24	Define retail outlet.	Level 1	Remembering





13	Office	x	y	Weights		
	1	2	3	7		
	2	1	2	3	Level 4	Analysing
	3	4	3	5		
	4	5	1	8		
	i)Plot the graph for representation of offices				<b>(4)</b>	
	ii)Analyse and find where the facility can be located?				<b>(9)</b>	
14	Explain the facility location techniques in detail.				Level 4	Analysing
15	What are the factors considered for selecting a site?				Level 1	Remembering
16	Write down the nature and objectives of service organisation.				Level 4	Analysing
17	How would you estimate geographic demand for the service facility?				Level 5	Evaluating

**PART - C**

<b>S.NO</b>	<b>QUESTIONS</b>		
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETEN CE</b>
1	Discuss in detail how service profit chain model works in any hospitality Industry.	Level 4	Analysing
2	Discuss in detail, facility location techniques.	Level 4	Analysing
3	Analyze the effect of servicescape and customer experience on social location marketing.	Level 5	Evaluating
4	A regional airline is concerned about its record of on-time performance. The Maniple's hub 20 flight operations each day of the week, with the following record of on-time departures for the previous 10 days:17,16,18,19,16,15,20,17,18 and 16.Prepare a p-chart with a sample size consisting of 1 week's average on-time departure percentage.	Level 6	Create
5	Formulate the environmental dimension in the context of the operations strategy for an automotive manufacturers.	Level 4	Analysing

## UNIT – V – MANAGING CAPACITY AND DEMAND

Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management – Applications; Inventory Management in Services– Retail Discounting Model, News vendor Model; Managing Waiting Lines –Types of Queues, psychology of waiting.

### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What is retail discounting model?	Level 1	Remembering
2	Infer newspaper vendor model.	Level 2	Understanding
3	Outline the concept of yieldmanagement.	Level 3	Applying
4	What is the objective of a newsvendor model?	Level 1	Remembering
5	What is data envelopment analysis?	Level 2	Understanding
6	Define throughput time.	Level 1	Remembering
7	What does waiting line management deal with?	Level 1	Remembering
8	Define queuing system.	Level 2	Understanding
9	Identify the purpose of yield management.	Level 3	Applying
10	Write about the capacity management strategies for airline services.	Level 2	Understanding
11	Define waiting timemanagement.	Level 1	Remembering
12	Identify the importance of data envelopment analysis.	Level 3	Applying
13	List strategies for managing capacity.	Level 1	Remembering
14	What is overbooking?	Level 2	Understanding
15	How do you show your understanding on chasing demand?	Level 3	Applying
16	Outline the concept of Jockeying .	Level 3	Applying
17	What is yield management?	Level 1	Remembering
18	Define divergence in services.	Level 2	Understanding
19	What is queuing?	Level 1	Remembering
20	What differences exist between balking and reneging?	Level 2	Understanding
21	Define economics of waiting.	Level 1	Remembering
22	Infer the meaning of the term Queue Discipline.	Level 2	Understanding
23	Outline the concept of queue configuration.	Level 3	Applying
24	Define the term –“That Old Empty Feeling” in services.	Level 1	Remembering

**PART- B**

<b>S.NO</b>	<b>QUESTIONS</b>		<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	What is Capacity Management? List strategies for managing capacity.		Level 1	Remembering
2	Explain the strategies for managing demand.		Level 2	Understanding
3	Identify the factors affecting queuing system.		Level 3	Applying
4	i)Analyse the objectives of inventory management. ii) Compare the various Inventory models.	<b>(6)</b> <b>(7)</b>	Level 4	Analysing
5	List out the strategies for managing supply		Level 5	Evaluating
6.	Discuss the applications of Inventory Management systems.		Level 5	Evaluating
7	Identify the various types of queues and customer behaviour in queuing.	<b>(4)</b> <b>(9)</b>	Level 1	Remembering
8	What are the elements of yield management? Discuss.		Level 2	Understanding
9	i)How do you show your understanding on the characteristics of queuing system ? ii)Explain a model of queueing with an example.	<b>(6)</b> <b>(7)</b>	Level 3	Applying
10	Explain how Newsvendor Model is applied for inventory management.		Level 4	Analysing
11	List the activities to be performed in service operational planning and control.		Level 1	Remembering
12	i) Explain the retail discounting model. ii) Outline the importance of handling Psychology of waiting customers.	<b>(6)</b> <b>(7)</b>	Level 2	Understanding
13	Analyse the salient features of inventories .State the models applied for inventory management.		Level 4	Analysing
14	Describe in detail the applications of yield management in hotel industry.		Level 1	Remembering
15	Identify the characteristics of the yield management.		Level 3	Applying
16	Discuss the essentials features of queuing systems.		Level 5	Evaluating
17	How does inventory management help in service operations?		Level 4	Analysing

PART – C			
S.NO	QUESTIONS	BT LEVEL	COMPETE NCE
1	Explain the various models of Inventory Control in service management. Also highlight the suitability of different inventory control models.	Level 4	Analysing
2	Yield Management has become part of main stream business theory - Explain.	Level 5	Evaluating
3	Enumerate the different methods of managing capacity with example of any industry you are familiar with.	Level 4	Analysing
4	Enumerate the different methods of managing demand with example of any industry you are familiar with.	Level 4	Analysing
5	Ritz Carlton Hotel in Phoenix, offers its guests exceptional treatment by providing finest facilities and personal services. It wants its customers to enjoy their stay in a warm, refined and relaxed ambiance. Ritz Carlton has revolutionized the hospitality sector by offering spacious room, comfortable settings, private baths, and extensive fresh flowers in public areas, gourmet cuisine, restaurants, spas, bars, beach clubs, golf course, banquet halls, conference halls, Wi-Fi connection, medical facilities, refrigerator in rooms, free room service, paid car services, 24-hour front desk services and travel guides. From mid-May through September, however when the temperature regularly exceeds 100 degree Fahrenheit, the demand for rooms drop consistently. To smooth the peaks and valleys of demand for its facility, the phoenix Ritz-Carlton has employed a number of strategies. A variety of special event, sports, wedding etc to increase the demand during the weekend. Managing demand and utilizing the hotels fixed capacity of rooms, restaurants, and meeting facility can be seasonal, weekly, daily. Overuse or under use of service can directly contribute to gap 3: failure to deliver what was designed and specified. Discuss the gap in detail.	Level 6	Create