

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

PBA505 – SERVICES AND OPERATIONS MANAGEMENT

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UNIT – I – INTRODUCTION**SYLLABUS:**

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.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is the meaning of service?	Remembering	Level 1	C01
2.	Distinguish between goods and services.	Understanding	Level 2	C01
3.	Identify the meaning of service package.	Remembering	Level 1	C01
4.	Describe Services.	Understanding	Level 2	C01
5.	Identify a service package for a college.	Understanding	Level 2	C01
6.	State the needs for providing value needed services.	Remembering	Level 1	C01
7.	Infer the concept of customer as a co-producer.	Understanding	Level 2	C01
8.	Define strategic services vision.	Remembering	Level 1	C01
9.	Trace the characteristics of services.	Understanding	Level 2	C01
10.	What is meant by open system view?	Remembering	Level 1	C01
11.	State how service operation management is related to the standard of living of people?	Remembering	Level 1	C01
12.	Review moments of truth.	Understanding	Level 2	C01
13.	What is service process matrix?	Remembering	Level 1	C01
14.	Compare explicit and implicit service.	Understanding	Level 2	C01
15.	Recall your understanding on environmental strategies.	Remembering	Level 1	C01
16.	Infer why services must be classified?	Understanding	Level 2	C01
17.	Define explicit and implicit service.	Remembering	Level 1	C01
18.	What is meant by open view system for services?	Remembering	Level 1	C01
19.	List few value added services.	Remembering	Level 1	C01

20.	Summarize the need for providing value needed services.	Understanding	Level 2	CO1
21.	Identify the role of IT in services.	Remembering	Level 1	CO1
22.	Indicate the features of internet strategies.	Understanding	Level 2	CO1
23.	List the strategies to win customers.	Remembering	Level 1	CO1
24.	Trace the importance of services role in economy.	Understanding	Level 2	CO1

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Examine the different types of service strategy and explain their relative strengths and weaknesses.	Applying	Level 3	CO1
2.	Classify the sources of service sector growth in detail.	Analyzing	Level 4	CO1
3.	Illustrate your understanding on components of service package.	Applying	Level 3	CO1
4.	Explain the service package offered by a college or any other educational institution.	Analyzing	Level 4	CO1
5.	Apply strategic insight services to a real-world business scenario. How do these services address different strategic needs?	Applying	Level 3	CO1
6.	Explain the objectives of services in detail.	Analyzing	Level 4	CO1
7.	Apply the concepts of goods and services to a real-life business scenario. Identify and explain how both are delivered and perceived in that context using examples.	Applying	Level 3	CO1
8.	Categorize each characteristic of services with relevant examples in detail.	Analyzing	Level 4	CO1
9.	What are the key components of the service experience economy, and how does managing them impact business outcomes?	Analyzing	Level 4	CO1
10.	“Fundamentally, there are no differences between service and manufacturing. Both are concerned with effectiveness, efficiency, quality and cost “-. Infer the facts behind this statement.	Analyzing	Level 4	CO1
11.	Explain the components of service package of Airlines Industry.	Applying	Level 3	CO1
12.	What are the different stages in service firm competitiveness? Infer.	Analyzing	Level 4	CO1

13.	Explain the criteria for evaluating explicit services and implicit services.	Applying	Level 3	C01
14.	Analyze the elements in the framework for formulating the strategic service vision and classify the generic strategies.	Analyzing	Level 4	C01
15.	Analyze commonly used internet and environmental strategies. What makes them effective in different contexts?	Analyzing	Level 4	C01
16.	Infer the role of technology in services and provide suitable instances supporting its role.	Analyzing	Level 4	C01
17.	Explain the concept of open system approach in services operations in a perspective of an educational sector.	Applying	Level 3	C01

UNIT - II - SERVICE DESIGN

SYLLABUS:

New Service Development – Design Elements-Structural & Managerial – Service Blue-Printing – Components of Blue Print –Service Blue Print Design – process structure – generic approaches – Key Process Improvement Techniques for Services -Value to customer – Retail design strategies – store size– Managing Service Experience –Experience economy, key dimensions–Vehicle Routing and Scheduling.

PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Define Service innovation.	Remembering	Level 1	C02
2.	Infer Service blueprinting.	Understanding	Level 2	C02
3.	Define NewService Development cycle.	Remembering	Level 1	C02
4.	Identify the elements to be considered during Service designs.	Understanding	Level 2	C02
5.	Recall the term ‘retail design’.	Remembering	Level 1	C02
6.	List the entry barriers in service industry.	Remembering	Level 1	C02
7.	Classify the structural and managerial design elements.	Understanding	Level 2	C02
8.	What is line of visibility?	Remembering	Level 1	C02
9.	Identify why new service development is important?	Understanding	Level 2	C02
10.	List the components of blue print.	Remembering	Level 1	C02

11.	List the retail design strategies.	Remembering	Level 1	C02
12.	Identify how to manage service experience.	Understanding	Level 2	C02
13.	What is vehicle routing?	Remembering	Level 1	C02
14.	Infer service blueprint?	Understanding	Level 2	C02
15.	Define the divergence of services.	Remembering	Level 1	C02
16.	Classify vehicle routing and scheduling.	Understanding	Level 2	C02
17.	Define value of customer.	Remembering	Level 1	C02
18.	Distinguish vehicle routing and scheduling.	Understanding	Level 2	C02
19.	Identify the dimensions of service economy.	Remembering	Level 1	C02
20.	Infer customer value equation.	Understanding	Level 2	C02
21.	Recall the term experience economy.	Remembering	Level 1	C02
22.	Illustrate the heuristic principles for good scheduling and routing.	Understanding	Level 2	C02
23.	List the managerial design elements.	Remembering	Level 1	C02
24.	Indicate the Components of service blueprint.	Understanding	Level 2	C02

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Explain the different types of new services in detail.	Applying	Level 3	C02
2.	Appraise the objectives and significance of new service development.	Analyzing	Level 4	C02
3.	Illustrate the process involved in service blue print.	Applying	Level 3	C02
4.	Devise the service blue print for a fast food restaurant.	Analyzing	Level 4	C02
5.	Summarize the elements of a service blueprint and apply them to design a service process.	Applying	Level 3	C02
6.	Explain the meaning of process structure and the generic approaches to service system design.	Analyzing	Level 4	C02
7.	Illustrate a neat diagram explaining the retail design for a mall.	Applying	Level 3	C02

8.	Explain the contributions that the customers make during the delivery of services.	Analyzing	Level 4	CO2
9.	Apply different process structures to a business scenario and explain their significance.	Applying	Level 3	CO2
10.	Explain the process of new servicedevelopment.	Analyzing	Level 4	CO2
11.	Determine the design consideration for high and low contact operation.	Applying	Level 3	CO2
12.	Explain service innovation. How service innovation is different from product innovation of goods?	Analyzing	Level 4	CO2
13.	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.	Applying	Level 3	CO2
14.	Explain the production line approach and information empowerment in detail.	Analyzing	Level 4	CO2
15.	Analyze the structural and managerial elements of service design and justify their importance.	Analyzing	Level 4	CO2
16.	Appraise the concept of process structure with reference to hotel industry.	Analyzing	Level 4	CO2
17.	Write the list of criteria to be considered for structural Alternatives.	Applying	Level 3	CO2

UNIT - III SERVICE QUALITY

SYLLABUS:

Service Quality - Dimensions, Service Quality Gap Model, Measuring Service Quality, Bell's Goods / services Classification - SERVQUAL - Walk-through Audit, Quality service by design-Service Recovery-Service Guarantees, Types-Service Encounter, types, Service Encounter triad, service profit chain - Front-office Back-Office Interface -Service decoupling.

PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is meant by service quality?	Remembering	Level 1	CO3
2.	Indicate the dimensions of service quality.	Understanding	Level 2	CO3
3.	Identify the scope of service quality.	Remembering	Level 1	CO3
4.	How Taguchi method can be applied in enhancing	Understanding	Level 2	CO3

	service quality?			
5.	Recall the GAP Model.	Remembering	Level 1	C03
6.	Identify the need for service recovery.	Remembering	Level 1	C03
7.	Interpret SERVQUAL.	Understanding	Level 2	C03
8.	Identify the need for service guarantee.	Remembering	Level 1	C03
9.	Infer the term service encounter and give examples.	Understanding	Level 2	C03
10.	List any three benefits of service guarantee.	Remembering	Level 1	C03
11.	Define Gaps in service quality?	Remembering	Level 1	C03
12.	Infer the term quality function deployment?	Understanding	Level 2	C03
13.	Define service encounter triad.	Remembering	Level 1	C03
14.	Interpret how service failures occur.	Understanding	Level 2	C03
15.	What are service recovery strategies?	Remembering	Level 1	C03
16.	Differentiate front office and back office.	Understanding	Level 2	C03
17.	What are the outcomes of walk through audit.	Remembering	Level 1	C03
18.	Infer the various Gaps.	Understanding	Level 2	C03
19.	Indicate the uses of SERVQUAL instrument.	Remembering	Level 1	C03
20.	Illustrate a model for service profit chain.	Understanding	Level 2	C03
21.	What is service decoupling?	Remembering	Level 1	C03
22.	Summarize the role of contact personnel in services.	Understanding	Level 2	C03
23.	Define poke-yoke?	Remembering	Level 1	C03
24.	Indicate the important features of unconditional service guarantee?	Understanding	Level 2	C03

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Explain the dimensions of service quality and examine the gaps in Service quality.	Applying	Level 3	C03
2.	Appraise the scope of service quality with the use of	Analyzing	Level 4	C03

	quality check sheet for an emergency room.			
3.	Explain the SERVQUAL Instrument. Critically examine the SERVQUAL Instrument.	Applying	Level 3	CO3
4.	Infer Service Guarantee and explain the various types of service guarantees in detail.	Analyzing	Level 4	CO3
5.	Apply service recovery strategies used by marketers to a real case and assess their effectiveness.	Applying	Level 3	CO3
6.	Develop guidelines for Effective Complaint Management for a service business.	Applying	Level 3	CO3
7.	Explain the considerations for the introduction of service guarantees and its importance.	Applying	Level 3	CO3
8.	Illustrate Service Recovery and explain how does it work?	Analyzing	Level 4	CO3
9.	Apply the principles of service quality to improve a service process and justify your choices.	Applying	Level 3	CO3
10.	Explain the process involved in a walk through Audit.	Analyzing	Level 4	CO3
11.	Explain the term service counter and the different types of service Encounter.	Applying	Level 3	CO3
12.	Explain the Managerial implications regarding back office and front office?	Analyzing	Level 4	CO3
13.	Examine the concept of front office and back office and its operations.	Applying	Level 3	CO3
14.	Compare customer expectation and customer perception as in the SERVQUAL Instrument.	Analyzing	Level 4	CO3
15.	Analyze the features and benefits of service guarantees and justify their importance. Explain different types and their impact.	Analyzing	Level 4	CO3
16.	Devise a plan to measure the service quality for a health drink.	Analysing	Level 4	CO3
17.	Illustrate how walk-through audit can be used as a diagnostic instrument towards a service facility.	Applying	Level 3	CO3

UNIT – IV SERVICE FACILITY**SYLLABUS:**

Servicescape – Servicescape elements –Environmental dimensions, framework, behaviour – Facilitydesign, nature, objectives, process analysis – Process flow diagram, process steps- 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	COMPETENCE	BT LEVEL	CO Level
1.	What do you understand by service Scape?	Remembering	Level 1	CO4
2.	List down the typology of service capes.	Understanding	Level 2	CO4
3.	Infer the meaning of process analysis.	Remembering	Level 1	CO4
4.	What are the advantages of process flow diagram?	Understanding	Level 2	CO4
5.	Define the concept service facility location.	Understanding	Level 2	CO4
6.	What is meant by simulation?	Remembering	Level 1	CO4
7.	Interpret service facility outlet.	Understanding	Level 2	CO4
8.	List the various facility location techniques.	Remembering	Level 1	CO4
9.	Compare Euclidian metric and metropolitan metric.	Understanding	Level 2	CO4
10.	Build the formulae for center of gravity.	Remembering	Level 1	CO4
11.	What conclusion can be drawn one psychology of waiting customers?	Remembering	Level 1	CO4
12.	What do you mean by capacity?	Understanding	Level 2	CO4
13.	What is meant by Process Flow Diagram of Mortgage service?	Remembering	Level 1	CO4
14.	List the environmental dimensions in service scape.	Understanding	Level 2	CO4
15.	Compare the Euclidian metric and metropolitan metric.	Remembering	Level 1	CO4
16.	How do you show your understanding on cycle time and bottle neck?	Understanding	Level 2	CO4

17.	Justify the service facility location issues.	Remembering	Level 1	CO4
18.	Infer the different types of facility layout.	Understanding	Level 2	CO4
19.	Write the steps in the location set covering problem.	Remembering	Level 1	CO4
20.	Criticize Spatial Layout.	Understanding	Level 2	CO4
21.	Infer the strategic importance of location decision?	Remembering	Level 1	CO4
22.	Infer cycle time of process analysis.	Understanding	Level 2	CO4
23.	Summarize the effect of criteria on location.	Remembering	Level 1	CO4
24.	Write the importance of retail outlet.	Understanding	Level 2	CO4

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is service scape framework? List the dimensions of service scape frame work.	Applying	Level 3	CO4
2.	Develop a typology for service scape.	Analyzing	Level 4	CO4
3.	Explain process analysis in detail.	Applying	Level 3	CO4
4.	Explain the objectives of facility outlet. What are the types of facility outlet?	Analyzing	Level 4	CO4
5.	Illustrate how different facility location techniques can be applied in a real business scenario.	Applying	Level 3	CO4
6.	Explain the concept of process analysis. Illustrate process flow diagram.	Analyzing	Level 4	CO4
7.	Apply the steps of process simulation to model a simple business process.	Applying	Level 3	CO4
8.	Summarize the various facility location issues?	Analyzing	Level 4	CO4
9.	Analyze the factors influencing service location decisions and explain their impact on business success.	Analyzing	Level 4	CO4
10.	Identify the applications of simulation in different fields.	Analyzing	Level 4	CO4
11.	Describe the need for services cape and explain its dimensions.	Applying	Level 3	CO4
12.	Discuss in detail how service profit chain model works	Analyzing	Level 4	CO4

	in a hospitality Industry.			
13.	Examine the facility location techniques in detail.	Applying	Level 3	CO4
14.	Analyze the effect of services cape and customer experience on social location marketing.	Analyzing	Level 4	CO4
15.	Analyze the factors involved in site selection and justify their importance in decision-making.	Analyzing	Level 4	CO4
16.	How would you estimate geographic demand for the service facility? Defend.	Analyzing	Level 4	CO4
17.	Write down the nature and objectives of service organization.	Applying	Level 3	CO4

UNIT – V MANAGING CAPACITYAND DEMAND

SYLLABUS:

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

PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is retail discounting model?	Remembering	Level 1	CO5
2.	Infer newspaper vendor model.	Understanding	Level 2	CO5
3.	Outline the concept of yieldmanagement.	Remembering	Level 1	CO5
4.	What is the objective of a newsvendor model?	Understanding	Level 2	CO5
5.	What is data envelopment analysis?	Understanding	Level 2	CO5
6.	Define throughput time.	Remembering	Level 1	CO5
7.	What does waiting line management deal with?	Understanding	Level 2	CO5
8.	Explain queuing system.	Remembering	Level 1	CO5
9.	Identify the purpose of yield management.	Understanding	Level 2	CO5
10.	Summarize the capacity management strategies for airlineservices.	Remembering	Level 1	CO5
11.	Define waiting timemanagement.	Remembering	Level 1	CO5

12.	Elucidate the importance of data envelopment analysis?	Understanding	Level 2	C05
13.	List strategies for managing capacity.	Remembering	Level 1	C05
14.	What is overbooking?	Understanding	Level 2	C05
15.	How do you show your understanding on chasing demand?	Remembering	Level 1	C05
16.	Outline the concept of Jockeying .	Understanding	Level 2	C05
17.	What is yield management? Criticize.	Remembering	Level 1	C05
18.	Illustrate divergence in services.	Understanding	Level 2	C05
19.	What is queuing? Infer.	Remembering	Level 1	C05
20.	Distinguish the differences between balking and renegeing.	Understanding	Level 2	C05
21.	Deduce economics of waiting.	Remembering	Level 1	C05
22.	Justify the meaning of the term Queue Discipline.	Understanding	Level 2	C05
23.	Write the concept of queue configuration.	Remembering	Level 1	C05
24.	Justify the term –“That Old Empty Feeling” in services.	Understanding	Level 2	C05

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is Capacity Management? List strategies for managing capacity.	Applying	Level 3	C05
2.	Explain the strategies for managing demand.	Analyzing	Level 4	C05
3.	Identify the factors affecting queuing system.	Applying	Level 3	C05
4.	Analyze the objectives of inventory management.	Analyzing	Level 4	C05
5.	Apply different inventory models to a business case and compare their outcomes.	Applying	Level 3	C05
6.	List out the strategies for managing supply.	Analyzing	Level 4	C05
7.	Apply inventory management systems to different business scenarios and discuss their benefits.	Applying	Level 3	C05
8.	Identify the various types of queues and customer	Analyzing	Level 4	C05

9.	“Analyse the different types of customer behaviour in queuing systems and explain the factors influencing these behaviours.”	Analyzing	Level 4	C05
10.	What are the elements of yield management? Discuss.	Analyzing	Level 4	C05
11.	How do you exhibit the understanding of the features of a queuing system?	Applying	Level 3	C05
12.	How does data development analysis work, and what benefits can be identified from its application?	Analyzing	Level 4	C05
13.	Explain the model of queueing with an example.	Applying	Level 3	C05
14.	Explain how Newsvendor Model is applied for inventory management.	Analyzing	Level 4	C05
15.	“Analyse the key activities involved in service operational planning and control, and examine how they contribute to effective service delivery.”	Analyzing	Level 4	C05
16.	Explain the retail discounting model.	Analyzing	Level 4	C05
17.	Illustrate the importance of handling Psychology of Customers	Applying	Level 3	C05