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BSM-016

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) [BBA(SM)]

Term-End Examination

December, 2022

BSM-016 : MANAGING SERVICE OPERATIONS–II

Time : 2 Hours *Maximum Marks : 50*

Note : *All questions are compulsory.*

1. Answer all the questions. Each question carries 1 mark. 1×10=10

   Fill in the blanks :

   (a) A _____ can be defined as an individual workstation where customers receive services.

   (b) For each queuing model, the assumptions underlying its _____ are noted.

(c) _____ service resources at one location should be undertaken with some caution if customers must travel to that facility.

(d) Queue management can lead to better customer experience and may also lead to an increase in _____.

(e) Service delivery systems are both _____ and stochastic in their nature.

State whether the following statements are *True* or *False* :

(f) Queue discipline represents the way the queue is organized.

(g) Service capacity can be stored for future use.

(h) A random number is one that is totally correlated to other numbers in a sequence.

(i) For a random variable the Cumulative distribution of discrete and continuous distribution always sums to 1.

(j) For any simulation model to work effectively the development of clear and concise problem definition is not important.

2. Answer any ***five*** questions in about **100** words each. Each question carries 2 marks. 2×5=10

(a) Define Finite-Queue M/M/C Model.

(b) Explain Computer simulation.

(c) What is Model Verification ?

(d) What do you understand by the term pseudo-random number ?

(e) List any ***two*** continuous random variable distributions.

(f) Define server.

(g) What is Stereotypical queue ?

(h) What is Exponential distribution ?

3. Answer any ***four*** questions in about **250** words each. Each question carries 5 marks. 4×5=20

(a) Define Calling Population. Explain the classification of Calling Population.

(b) Explain Queue configuration and the types of queue configurations.

(c) What are the basic assumptions of M/M/1 queuing model ?

(d) Discuss Monte Carlo Simulation with example.

(e) Give at least ***three*** examples of simulation applications in services.

(f) Write a short note on the average customer waiting time.

4. Answer any ***one*** question in about **500** words.

1×10=10

(a) Explain the Strategies for Managing Customer Waiting.

(b) What is discrete event simulation ? Describe the flowchart of a discrete-event simulation for an airline ticket counter.