

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) [BBA(SM)]  
Term-End Examination  
December, 2023**

**BSM-014 : MANAGING SERVICE OPERATIONS-I**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Answer all questions. Each question carries equal marks.*

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1. State True or False : 1×10=10
- (a) Replacement is a strategy of substituting technology for human resources.
  - (b) Service relationship management uses forecasting data to construct an initial daily plan for each worker.
  - (c) Embellishment in customer skills entail substituting technology for innovation.

- (d) Brains projects involve solving client problems that are at the forefront of professional or technical knowledge.
- (e) Service firms can benefit from a tune-up reminder related to customers human resources.

Fill in the blanks :

- (f) Reservation systems are adopted by service firms to sell capacity..... .
- (g) Yield management helps to smooth the fluctuating demand patterns in various industries by anticipating when ..... will occur.

Multiple choice questions :

- (h) Which of the following is not checked by Amtrak through yield management ?
  - (i) Tiered-fare structure
  - (ii) Overbooking
  - (iii) Reservation allocation
  - (iv) Traffic management
- (i) For the hotel chain industry, which of the following are included in the yield management optimization equation ?
  - (i) Seasonal Occupancy patterns
  - (ii) Global events
  - (iii) Monthly cycles
  - (iv) All of the above

- (j) Which of the following characteristics is not exhibited by firms that may adopt yield management ?
- (i) Product sold in Advance
  - (ii) Stagnant demand
  - (iii) Low margin sales costs
  - (iv) All of the above

2. Answer any *five* of the following questions.

Each question carries 2 marks :  $2 \times 5 = 10$

- (a) Give *three* Indian service firms that follow the concept of focused network.
- (b) What all would you consider while planning transnational operations ? Give reasons.
- (c) Name *three* Indian service firms that are into service offshoring.
- (d) Explain the network model in supply chain management.
- (e) Write a short note on the management of perishability.
- (f) Explain service relationships.
- (g) Write a short note on service consulting.
- (h) Write a short note on operational characteristics.

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

- (a) Why India is considered as a major hub for outsourcing healthcare services ? Give reasons.
- (b) Explain the reasons why one should outsource a service activity.
- (c) Discuss the measures to be taken before outsourcing for any service activity.
- (d) By taking suitable example, explain the process of outsourcing.
- (e) Write a short note on the problems related to the outsourcing of the services.
- (f) What is the difference between service based on tangibility ?

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

10×1=10

- (a) Explain the network model in supply chain management.
- (b) How are service relationships managed ? Using the example of an Indian service firm, analyse the management of relationships they may have in reality.