

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICE  
MANAGEMENT) (BBASM)**

**Term-End Examination**

**June, 2023**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Attempt all the questions.*

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1. State whether the following statement are True or False : 1×10=10
- (a) The challenge of supply chain management is to balance the requirements of reliable and prompt customer delivery with manufacturing and inventory costs.
  - (b) Uncertainty in supply chain never arises from supplier delivery performance, manufacturing reliability and customer demand.
  - (c) Services can be considered as acting on people's minds, bodies, belongings and information.

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- (d) Service supply relationship is more like a hub than a chain since the service provides acts as the agent for the customer when dealing with outside suppliers.
- (e) Productive capacity enhancement, strategies include transfer, replacement and embellishments.
- (f) Which of the following results in a small change in retail orders that is magnified as we move back up the supply chain to the distributor and finally, to the manufacture ?
  - (i) Bullwhip effect
  - (ii) Beanwhip effect
  - (iii) Network effect
  - (iv) None of the above
- (g) Which of the following is not a source of uncertainty in supply chain ?
  - (i) Customer delivery performance
  - (ii) Manufacturing reliability
  - (iii) Customer demand
  - (iv) Supplier service
- (h) Services are considered to be acting on which of the following ?
  - (i) Views
  - (ii) Perspectives
  - (iii) Information
  - (iv) None of the above

- (i) Which of the following is a reason why a hub model is more preferred than a chain model ?
- (i) Fewer opportunities for variation in timing
  - (ii) Information sharing is easier
  - (iii) The model is easily executable
  - (iv) None of the above
- (j) Which of the following is not a strategy to improve productive capacity ?
- (i) Transfer
  - (ii) Replacement
  - (iii) Embelishment
  - (iv) Perishability
2. Answer any *five* of the following questions in about **100** words each : 2×5=10
- (a) Explain the network model in supply chain management.
  - (b) Write in short the types of leverages in operational characteristics.
  - (c) What do you mean by transaction cost ?
  - (d) Write in short about the issues for the franchiser.
  - (e) What do you mean by global integration and local responsibility ?
  - (f) Explain the multi-service single-site strategy.

- (g) How can a company attract the local business ?
- (h) Write a short note on creating adjustable capacity.
3. Answer any *four* of the following in about **250** words each : 5×4=20
- (a) By taking suitable example, explain the process of outsourcing.
- (b) Explain the reasons why one should out-source a service activity.
- (c) Differentiate between multisite strategy and multiservice activity with suitable examples.
- (d) Write a short note on maintaining quality assurance.
- (e) Write a short note on perishable inventory with relevant examples.
- (f) Define service strategy. What are the main components of service strategy ?
4. Answer any *one* question in **500** words : 10×1=10
- (a) Write a short note on multi-country expansion. Setup a plan for an Indian Service Plan for expanding in multiple countries.
- (b) What are the different stages in service firm competitiveness ?