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| **SESSION** | **July 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **Service Operations Management** |
| **CREDITS** | **04** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 MARKS EACH** |

**Assignment Set – 1**

**Q1. Discuss Role of Services in Nations Economy in brief**

**What is your understanding on competitive strategies for service Organizations**

**Ans 1.**

**Role of Services in a Nation's Economy:**

Services play a crucial role in a nation's economy, often referred to as the "service sector" or "tertiary sector." This sector encompasses a wide range of activities that provide intangible value to individuals and businesses. The importance of services in a nation's economy can be understood through several key points:

**Employment Generation:** The service sector is a significant source of employment, offering job opportunities to a diverse workforce. It includes professions such as healthcare,

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**Q2. Discuss role of Innovation of services?**

**Discuss Rewards portion in Human resource part of Service Operations Management ?**

**Ans 2.**

**Role of Innovation in Services:**

Innovation plays a crucial role in the services industry just as it does in the manufacturing sector. In fact, innovation in services is often more focused on improving customer experiences, enhancing processes, and finding new ways to create value. Here are some key points to consider regarding the role of innovation in services:

1. **Enhanced Customer Experiences:** Innovation in services can lead to the

**Q3. What are the Dimensions of Service Quality ?**

**Explain different kinds of service facility locations ?**

**Ans 3.**

**Dimensions of Service Quality:**

Service quality refers to the overall excellence of a service, encompassing various aspects that contribute to customer satisfaction and perception. The dimensions of service quality were originally proposed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry in their SERVQUAL model. This model outlines five dimensions that are commonly used to assess service quality:

1. **Tangibles:** These are the physical aspects of the service environment that customers

**Assignment Set – 2**

**Q4. Discuss in brief strategies for managing market demand?**

**What are the challenges in managing service capacity?**

**Ans 4.**

**Strategies for Managing Market Demand:**

1. **Demand Forecasting:** Utilize historical data, market trends, and predictive analytics to accurately forecast demand. This helps in preparing for fluctuations and planning resources accordingly.
2. **Price Management:** Adjust pricing based on demand levels. Implement dynamic pricing strategies to encourage demand during off-peak periods and to optimize revenue during high-demand periods.

**Q5. Explain the concepts of scheduling in services?**

**What are the characteristics of queuing systems?**

**Ans 5.**

**Scheduling in Services:** Scheduling in services refers to the process of managing and allocating resources (such as personnel, equipment, facilities) to efficiently and effectively meet customer demands while optimizing operational performance. In the context of services, scheduling involves determining when and where specific tasks or activities will be performed. This is crucial to ensure that services are delivered in a timely manner, customer

**6. Explain Single server Queuing Model with finite calling Population**

**Explain types and forms of Inventories in service sector ?**

**Ans 6.**

**Single Server Queuing Model with Finite Calling Population:**

In queuing theory, a single server queuing model with a finite calling population refers to a scenario where customers arrive to be served by a single service provider, and the total number of potential customers is limited and known in advance. This is in contrast to an infinite calling population where the number of potential customers is effectively limitless.

The key components of such a queuing model include: