

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM-IV)**

Subject Name: Service Operations Management

Time: **02.00 hrs**

Sub. Code: PGO42

Max Marks: **40**

Note: All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

<u>SECTION - A</u>		
Attempt all questions. All questions are compulsory.		1×5 = 5 Marks
Questions	CO	Bloom's Level
Q. 1: (A). Define ticketing system into service operations management. Q. 1: (B). Illustrate the difference between Project stakeholder and workers. Q. 1: (C). List down the elements needed to create a project charter. Q. 1: (D). State the risks of offshoring for a business enterprise. Q. 1: (E). Name the challenges for Health risk assessment (HRA) analysis.	CO1	L1, L2
<u>SECTION – B</u>		
All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)		7 x 3 = 21 Marks
Questions	CO	Bloom's Level
Q. 2: (A). Describe “Moment of truth” for service encounter triad into B2B transactions. Or Q. 2: (B). Explain the limitations of Remote encounter as compared to face-to-face encounters.	CO2	L2, L3
Q. 3: (A). How does DMIAC impact OXM? Justify with the help of example. Or Q. 3: (B). In which phase an MNC can apply Kaizen among all the ones in PDCA? Choose and mention the possible reasons.	CO3	L3, L4
Q. 4: (A). Differentiate between Quality function development (QFD) and Design failure mode and effects analysis (DFMEA). Or Q. 4: (B). Write the performance measurement factors for the metrics of customer service performance. Describe in sequential steps.	CO3	L3, L4
<u>SECTION - C</u>		
Read the case and answer the questions		7×02 = 14 Marks
Questions	CO	Bloom's Level
Q. 5: Case Study: Company XYZ by its practical approach based on real industry experience in service management has offered its support in operations' Risk Management from contracting to execution, by performing Risk Workshops, Risk Assessments		

<p>and Audits according to the company standards. The team was also trained for managing services with Microsoft Project according to the best industry practices. Resource Loaded schedule, according to the tendering requirements.</p> <p>Ecostar Plan engineers help customers to realize and implement the full potential of the SOM team with Microsoft® Project or other PM tools in relation to their business challenges. With multiple tendering procedures and execution works ongoing, Constructor is facing difficulties working with the current service operations management tools and according to the international standards. Personnel software skills with the planning tools are still weak and require specialized training from experienced executional trainers.</p> <p>The training and consultancy provided by Ecostar Plan’s consultants has ensured a better view of the tasks’ future cash flow and has given the proper solution according to the tendering requirements. The Team will be able to better monitor and control auditing work by the use of Microsoft Project. The demanding Beneficiary needs for Management require a continuous process for personnel training in using tools and applying best industry’s practices in planning and controlling the operations work.</p> <p>Questions: Q. 5: (A). Highlight the significance of the tool mentioned above in the case of “Change management” in the above scenario. Q. 5: (B). If you are the part of training and consultancy team, which new parameters you will design in planning and controlling cash flow? Explain.</p>	CO4	L5, L6
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Kindly fill the total marks allocated to each COs in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	14 Marks
CO4	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**