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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
INTERNAL EXAMINATION**

Subject Name: Service Operations Management
Sub. Code: PGO42

Time: **01.00 hrs.**
Max Marks: **20**

Note: All questions are compulsory and carry 4 marks each.

- CO1-** To define and understand the main theoretical and conceptual frameworks of Service Operations.
CO2- To apply the Knowledge and understanding of the key operational levers that can be applied to the management of service operations and the proactive management of customer experience.
CO3- To demonstrate an understanding of role of strategic operations planning and skill in constructing and optimizing a strategic operations plan.
CO4- Demonstrate practical and analytical skills with use of information communication technology tools and techniques pertaining to the management of transaction-based service processes.

Service Operations: Based on use-case(s) derived from TLEP shared on an official basis

Attempt all questions. All questions are compulsory.

4×5 = 20 Marks

Read the following use-case and answer the following questions:

Tax filing is a pain point for all the working professionals in today's date. Policies change time to time; regulations amendment take place frequently and portal involved terminology(ies) which are pretty complex resulting into trials and hardships for the citizens. CA and other relevant accounting professionals are tough to tackle, private details are no more confidential and non-standardized charges are taken on an unofficial note. This definitely blurs the lines and reduces the transparency directly or indirectly to the economy of the country.

Organization ABC, Pvt. Ltd. Addresses this pain point using Generative AI and effective machine learning algorithms. Since they are able to cover up the existing gaps in the industry, they did pretty well initially. Currently, they are facing challenge as they extended their services to insurance filing, refunds, 24*7 ticker raising system support etc. along with the tax filing.

ABC, Pvt. Ltd. seeks consultancy for Techno oriented service operations management. Consultancy team highlights that there is no prioritization of tickets raised, all of the operations are treated equally and this creates a big mess for serving leads, prospects, customers and consumers. They create a refined data base management system with multiple interfaces having their own primary key, secondary key and foreign key for creating an inter-connected eco-system in order to tackle operations and query(ies). The estimated budget for the same is 4,50,000 INR along with a contingency budget of 85,000 INR. Both the budgets have been already proposed by sales team. You belong to consultancy team. ABC, Pvt. Ltd. needs to schedule a meeting with you so that they remain convinced that managing this project justifies the cost and enhances reliability. Justifying the situation with the model of stakeholder classification via Power and interest, answer the following questions raised during this meeting by ABC, Pvt. Ltd. in a way that prospect remains up for this deal:

Questions	CO	Bloom's Level
Q. 1: Will this scenario benefit from offshoring or onshoring? Which one will be more suitable? Highlight the risks.	CO1	Level 1
Q. 2: How will be budget mapping with the front-office and back-office operations. Highlight both the kind of possible tasks which will be involved in this project.	CO2	Level 1
Q. 3: What are primary, secondary, and foreign keys involved in the above scenario. Also, give example for each.	CO2	Level 1
Q. 4: What are primary, secondary, and foreign keys involved in the above scenario. Also, give example for each.	CO1, CO2	Level 1, Level 2
Q. 5: What is the significance of “Contingency budget” for ABC, pvt. Ltd.? List down few activities which might be involved under this budget for the above use-case.	CO2	Level 2
Q. 6: Compare pros and cons of this project and justify the cost proving that pros are more empowering as compared to the projected limitations in tax filing, insurance and return systems.		