

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:	Dr. Parul Agrawal		
Course Code:	424	Class:	MBA/EMBA/MBA-HR	Semester:	IV

Subject:	Service Operations Management
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) How service operations are different from manufacturing? Explain.
- b) What are challenges of managing operations functions in service environment?

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) Differentiate between In-house vs Outsourcing Service organizations.
- b) Customer is the main focus point in service operations explain.
- c) Customer feedback is important to enhance the quality of service operations.
- d) Write a detailed note on the role of IT in managing service operations.

Q.3) Write Short Notes on (ANY TWO) (08)

- a) Capacity Planning
- b) Web enabled services
- c) Centralized vs Decentralized service organization
- d) Field service organization

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