


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2024

Course: Service Operations
Program: Intgd. BBA – MBA
Course Code: LSCM 3019

Semester: VI
Time: 03 Hrs.
Max. Marks: 100

SECTION A
10Qx2M= 20 Marks

S. No.		Marks	CO
Q 1	<i>Explain following in one or two lines.</i>		
1.1	Services	2	CO1
1.2	Intangibility	2	CO1
1.3	Perishability	2	CO1
1.4	Differentiation strategy	2	CO1
1.5	Facilitating goods	2	CO1
1.6	ERP	2	CO1
1.7	Information Technology	2	CO1
1.8	Intrinsic Attributes of service	2	CO1
1.9	Non-monetary price of service	2	CO1
1.10	Perceived Quality	2	CO1

SECTION B
4Qx5M= 20 Marks

2.1	Classify various type of services.	5	CO2
2.2	How can technology be used as a competitive edge by a service company?	5	CO2
2.3	Correlate role of basic elements and integrative elements of the strategic service vision in formulating competitive strategy.	5	CO2
2.4	Customer Satisfaction vs. Resource Utilization	5	CO2

SECTION-C 3Qx10M= 30 Marks			
3.1	Explain the factors behind the increase in international trade of services. Also, briefly describe components of global environment for service businesses.	10	CO3
3.2	Discuss the usage of technology in different service sectors, with suitable examples.	10	CO3
3.3	Give an overview of factors affecting selection of facility location for services. Also briefly introduce the quantitative methods used for location selection.	10	CO3
SECTION-D 2Qx15M = 30 Marks			
4.1	Lila Battle has determined that the annual demand for number 6 screws is 100,000 screws. Lila, who works in her brother's hardware store, is in-charge of purchasing. She estimates that it costs \$ 10 every time an order is placed. This cost includes her wages, the cost of the forms used in placing the order and so on. Furthermore, it is estimated that the cost of carrying one screw in inventory for a year is one-half of one cent. How many number 6 screws should Lila order at a time?	15	CO4
4.2	Discuss the role of service sector in economy – share in GDP, employment generation, entrepreneurial development, international trade, facilitating manufacturing.	15	CO4