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| **SESSION** | **February - March 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DOMS401- Service Operations Management** |
| **CREDITS** | **04** |

**Assignment Set – 1**

**Questions**

**1. Explain the details the classification of services, add suitable examples to support your answer. What is Classification based on the degree of involvement of consumers?**

**Ans:Classification of Services**

Services can be classified based on various criteria, including the nature of the service, the degree of involvement of consumers, and the type of customer served.

**Here’s a detailed look at these classifications with suitable examples:**

**1. Classification Based on the Nature of the Service:**

**a. Tangible vs. Intangible Services:**

**Tangible Services:** These services are closely tied to a physical product. They involve a tangible good that the consumer can see, touch, or experience.

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**2. What is the need for understanding the competitive environment?Support your answer with suitable examples.**

**Ans: Understanding the Competitive Environment** Understanding the competitive environment is crucial for businesses for several reasons. It allows companies to identify opportunities and threats, gauge their own strengths and weaknesses relative to competitors, and develop strategies to gain a competitive edge.

**Here are some key reasons why understanding the competitive environment is essential, supported by suitable examples:**

**Identifying Opportunities and Threats:** By analyzing the competitive environment, companies can identify emerging opportunities for growth and innovation, as well as

**3. What is new service development cycle? Support your answers with examples?**

**Ans:The New Service Development (NSD)** cycle is a structured process that businesses use to create and implement new services. This cycle involves several stages, from idea generation to launch and evaluation. By following a systematic approach, companies can increase the chances of success for their new services.

**Here is a detailed breakdown of the NSD cycle, supported by examples:**

**Stages of the New Service Development Cycle Idea Generation:**

**Assignment Set – 2**

**Questions**

**4. What is People management in service Operations ManagementSupport your answers with suitable examples.**

**Ans:**People Management in Service Operations Management People management in service operations management involves overseeing and optimizing the performance, satisfaction, and development of employees who deliver services. Effective people management is crucial in service operations because the quality of service often directly depends on the performance and interaction of the staff.

**Here are the key aspects of people management in service operations management, supported by suitable examples:**

**1. Recruitment and Selection Importance:** Hiring the right people is crucial as they are the

**5. What do you know about Gap Model of service quality? Explain in detail.**

**Ans:**Understanding Facility Layout Facility layout refers to the arrangement of physical spaces within a manufacturing plant, service center, or other workplace. The primary goal of facility layout is to streamline the production process, enhance operational efficiency, reduce costs, and improve safety and comfort for workers. Proper layout planning ensures that materials, people, and information flow efficiently through the system.

**Key Types of Facility Layouts Process Layout (Functional Layout) Description:** This

**6. What is your understanding on facility layout. Support your answers with suitable examples.**

**Ans:**Understanding Facility Layout Facility layout refers to the physical arrangement of resources, including machinery, equipment, workspaces, and storage areas, within a production or service facility. The primary goal of facility layout is to optimize the flow of materials, people, and information to enhance efficiency, productivity, safety, and overall operational effectiveness.

**Key Types of Facility Layouts Process Layout (Functional Layout) Description:** In a