

Name:  
Enrolment No:



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – July, 2020**

**Program: MBA General(Operations)**  
**Subject/Course: Service Operations**  
**Course Code: LSCM 7011**

**Semester: II**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs
Q.1	Develop the new service development cycle for online gaming in Reliance website. How is the service system design related to innovation?	20	CO1
Q.2	What do you understand by service design elements? Show the service blueprint of Burger King India on a normal working day.	20	CO2
Q.3	What are the various dimensions of service quality for a new hotel chain in rural India? What are the various gaps in service quality model for such hotels?	20	CO4
Q.4	What is the role of technology in services especially for Flipkart and Paytm? What are the various classifications of service automation which can be applied to ecommerce companies?	20	CO3
Q.5	How do you measure the queue performance in a restaurant? How can you utilize Kendall's notation?	20	CO3

**ANSWERS**