3. "DMAIC"— is very powerful tool used in six sigma project. Discuss in brief the DMAIC for service operations of an automobile workshop. 14

Or

4. "Pure Death— Pure Birth" models are useful waiting line models— Discuss the waiting line models for managing automobile workshop. 14

5. As an operation manager how do you visualize benchmarking techniques for improving service organisation? Consider an ideal case of Airport Operations and explain the service operations using benchmarking. 14

Or

6. Operations managers in today's firm focusing more an more on world class operations— Discuss in brief the world class service operations for Aviation Sectors. 14

7. Often utilized the scheduling techniques in managing service operations. An automobile firm producing vehicles by following different operations scheduling technique— Discuss the features of different service operations scheduling technique. 14

Or

8. While designing the service delivery proces the operations team find that ensuring better reliability will create tasking impression are the service quality. Discuss in brief the reliability engineering measures for designing a service. Use any case from service firms. 14

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PG Even Semester Examination, May 2025

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: OM-04

(Service Operations Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. You are in visualization of Automobile workshop; where good number of vehicles are coming for services and returning from the queue as per the sevice rules. The operations managers applies different priority sequences rules to process the vehicles. The different sequencing rules which are used in the workshop are FCFS, SPT, EDD etc. From the above case let discuss the challenges that are operations manager might face. 14

2. The organisation 'Sigma' which is a sevice organisation wants to open a shopping mall near city. The operations team were in discussion on facility location and service layout— which focuses on lowering cost and maximising service. As a team member in operations team advice the management on facility location as well as service layout. 14