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POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University,
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MBA (SEM - II)
205OSCM: Service Operations Management – I
(2019 PATTERN)

SHORT QUESTIONS

1. What is service economy?
2. Define service
3. Why customer service is important
4. What is service operation?
5. What do you mean by service package?
6. What is Non-transferrable Ownership?
7. Mention some Characteristics of Service Operations
8. What is the role of service in economy?
9. How internet is now used for better services
10. What is innovation?
11. Give some example of innovation in a product or service
12. What is the advantage of adopting new technology in service
13. What do you mean by self service
14. Explain Customer Relationship Management
15. What is Service Facility
16. Explain Servicescapes
17. What do you mean by service organization
18. What is Gantt Chart
19. What is flow process layout
20. What is Job shop
21. Mention some objectives of service organization
22. What do you mean by Customer Service Orientation
23. What is Service Blueprinting
24. What is Grouping Services
25. What is Huff Model