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| **SESSION** | **FEB - MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DOMS401 SERVICES OPERATIONS MANAGEMENT** |
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**Assignment Set – 1**

**1. Explicate various bases of classification of services with the help of an example (briefly) of each. 10**

**Ans 1.**

**Explicate Various Bases of Classification of Services with the Help of an Example (Briefly) of Each**

**Service Classification**

Services are intangible, perishable, and customer-centric in nature. Due to their unique characteristics, services can be classified using different bases. Classification helps service managers design better delivery systems, understand customer expectations, and improve operational efficiency. The classification of services is typically done based on the type of service act, the level of customization, the relationship with customers, and the nature of

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**2. Discuss the new service development cycle. 10**

**Ans 2.**

**Introduction to New Service Development (NSD)**

The New Service Development (NSD) cycle refers to the structured process of designing, developing, and launching a new service. In the highly competitive and innovation-driven service industry, developing new services is crucial for gaining a competitive advantage, fulfilling evolving customer needs, and sustaining business growth. The NSD process ensures that services are market-relevant, customer-focused, and operationally feasible.

**1. Idea Generation**

The first step in the NSD cycle is to gather ideas from multiple sources, such as customers,

**3. Explain the concept of facility layout. Also discuss various forms of facility layout with example of each. 3+7**

**Ans 3.**

**Concept of Facility Layout**

Facility layout refers to the physical arrangement of resources such as machines, equipment, workstations, storage areas, and service departments within a facility to ensure efficient workflow and service delivery. The goal of an effective layout is to optimize space utilization, minimize movement, reduce production or service time, and enhance customer experience.

In service organizations, facility layout is especially important because it impacts customer interaction, employee productivity, safety, and overall service efficiency. For example, in a

**Assignment Set – 2**

**4. “Management of service capacity is an important function to be performed in service organizations”. Regarding the statement, discuss various challenges an organization can face while managing the services.**

Ans 4.

**Importance of Managing Service Capacity**

Service capacity management involves balancing the supply of service resources with the fluctuating demand from customers. Since services are often produced and consumed simultaneously, capacity must be carefully managed to avoid overuse (leading to delays and poor service) or underuse (leading to wasted resources).

Unlike manufacturing, service organizations cannot store output. Therefore, the ability to

**5. Discuss the significance of the Supply chain in Services. Explain the concept using an example from the hospitality industry. 6+4**

**Ans 5.**

**Significance of the Supply Chain in Services**

A supply chain in the service industry refers to the network of resources, processes, and partners involved in delivering a service to customers. Unlike manufacturing, where the supply chain focuses on the flow of physical goods, the service supply chain emphasizes the movement and coordination of people, information, and intangible resources to ensure seamless service delivery.

The service supply chain includes suppliers of materials, technology providers, staff, support

**6. Discuss the significance of Simulation in Service industry. Also, discuss the types of simulation in service. 4+6**

**Ans 6.**

**Significance of Simulation in the Service Industry**

Simulation is a powerful technique used in service industries to model real-world operations and analyze performance in a controlled virtual environment. It involves creating computer-based models of service processes to study how different variables and decisions affect outcomes without disrupting actual operations.

The significance of simulation lies in its ability to help organizations visualize, test, and optimize service processes before implementing changes in real-life settings. It supports better