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BSM–016

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBASM)

Term-End Examination

December, 2025

BSM-016 : MANAGING SERVICE OPERATIONS–II

Time : 2 Hours *Maximum Marks : 50*

Note : *All questions are compulsory.*

1. (a) State whether the following statements are True *or* False : 5×1=5

   (i) The cost of waiting in service industries includes the direct cost to the business and the opportunity cost to customers.

(ii) According to empirical studies, the distribution of interarrival times in a queuing system follows Poisson distribution.

(iii) Capacity planning ensures an organization can meet future demand without excessive costs.

(iv) A bottleneck in a production system determines the maximum capacity of the entire process.

(v) Computer-based simulations actually use pseudo-random numbers.

(b) Fill in the blanks : 5×1=5

(i) A company can improve customer satisfaction by reducing ..... waiting time rather than just focusing on actual waiting time.

(ii) Inadequate waiting area can cause customers to ..... .

(iii) ..... occurs when a customer is denied entry into the system due to full capacity.

(iv) The waiting time in a queue ..... as the number of servers increases.

(v) One assumption in finding the total cost per hour is that waiting costs are ..... with time.

2. Briefly explain any *five* of the following in about **100** words each : 5×2=10

(a) 'Server' in Queuing System

(b) Interarrival Time

(c) How is queue formed ?

(d) Normal Distribution

(e) Varying Service Time

(f) Calling Population

(g) Simulation

3. Answer any *four* of the following questions in about **250** words each : 4×5=20

(a) What is Exponential Distribution ? Discuss.

(b) What is a Two-Stage Assembly Line ? Provide an example and explain its working process.

(c) What are the advantages of single-queue systems ?

(d) What is the strategic role of capacity decisions and how do the different time horizons : short-range, medium-range and long-range, impact capacity planning in service organizations ?

(e) Type of Random Variable. Explain each type.

(f) Define Path Network and Background Graphics.

4. Answer any *one* of the following questions in about **500** words : 1×10=10

(a) What is the M/G/1 model ? Write the key assumptions of the M/G/1 model.

(b) What are effective strategies for managing customer waiting to enhance their experience ?

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