BSM–016

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBASM)

Term-End Examination

June, 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 :   1×5=5

    (i) The calling population need not be homogeneous.

    (ii) M/M/I is a parallel–server queuing model.

(iii) In a multiple server system, not many people wait in queue.

(iv) Queue discipline is not a rule for selecting the next customer in line to be served.

(v) Bottleneck is a location or resource that constrains the output.

(b) Fill in the blanks : 1×5=5

(i) _____ is a line of waiting customers who require service from one or more servers.

(ii) _____ happens when an arriving customer do not join the queue to avail the service as there is long queue.

(iii) _____ is giving priority to those who would benefit most from immediate service.

(iv) Inadequate waiting area can cause customers to _____.

(v) For a random variable the _____ always sums to 1.

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

   (a) The Psychology of Waiting

   (b) Single Queue

   (c) Finite-Queue M/MIC model

   (d) Probability of Excessive Waiting

   (e) Examples of simulation applications in services

   (f) Inverse transformation method

   (g) Normal Distribution

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

   (a) What is a Calling Population ? Discuss the classification of Calling Population.

   (b) What are the parameters used to define queue configuration ? Explain Multiple-Queue Alternative.

   (c) Explain the various elements of service capacity with the help of an example.

   (d) What is M/G/I model in queuing ? Explain with the help of an example.

    (e) Why is it important to plan capacity of a service unit ?

    (f) Discuss customer service in a call center using service model simulation.

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

    (a) Discuss the methods used to change the environment of the waiting area.

    (b) What is a Service Process ? Explain the factors which affect the service process. How can the service processes be classified ? Discuss.

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