

**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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