



VIT Business School - CONTINUOUS ASSESSMENT TEST - II
WINTER SEMESTER 2025-2026

Programme Name & Branch : B. Tech. in CSE and Business Systems
Course Code and Course Name : MGT3016 Services Science and Service Operational Mgt
Faculty Name(s) : A.Sivakumar/D. Ganesan
Class Number(s) : VL2025260504179/VL2025260504150
Date of Examination : 20th March 2026 Friday FN
Exam Duration : 90 minutes Maximum Marks: 50

General instruction(s):

- Answer All Questions . This is a common question paper for both faculty of this common slot.
- M - Max mark; CO - Course Outcome; BL - Blooms Taxonomy Level (1 - Remember, 2 - Understand, 3 - Apply, 4 - Analyse, 5 - Evaluate, 6 - Create)

Course Outcomes

- CO1: To understand concepts about Services and distinguish it from Goods
CO2: To identify characteristics and nature of Services
CO3: Comprehend ways to design Services and evaluate them using Service qualities
CO4: To be able to understand various methods to be used to operate & manage service businesses
CO5: To understand how innovation can be approached from Services point of view

Q. No	Question	M	CO	BL
1.	A popular Mumbai-based Vada Pav delivery chain, "Gully Bites," wants to expand to Delhi. Should they prioritize a "Front-Office" location in a high-rent Connaught Place (CP) metro hub or a "Back-Office" cloud kitchen model in Okhla Industrial Area? Justify.	10	1	2
2.	You are designing a "New-Age" branch for a public sector bank in India to attract Gen-Z customers. How would you manipulate the various service environment factors to reduce the "bureaucratic feel"?	10	3	3
3.	An Indian airline is receiving complaints about "poor service." Using the various dimensions of SERVQUAL, how should they diagnose the problem?	10	2	3
4.	The management of a private school believes parents want more "Digital Coding Classes," but parents want "Better Sports Facilities." What is this gap and what other service gaps would you visualise in managing this school?	10	4	4
5.	You are conducting a Walk-Through Audit for a "Reliance Smart" hypermarket. Why should you start the audit from the parking lot rather than the billing counter? What other aspects would be covered in this audit?	10	5	5
