



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE
AND TECHNOLOGY**

UNIVERSITY EXAMINATION 2012/2013

**1ST YEAR 2ND SEMESTER EXAMINATION FOR THE
DEGREE OF MSC IN INFORMATION TECHNOLOGY
MANAGEMENT**

KISUMU LEARNING CENTRE

COURSE CODE: ICT 5124

TITLE: MANAGEMENT OF SERVICE OPERATIONS

DATE: 17/4/2013

TIME: 9.00-12.00NOON

DURATION: 3 HOURS

INSTRUCTIONS

- 1. This paper contains FIVE (5) questions**
- 2. Answer question 1 (Compulsory) and ANY other 2 Questions**
- 3. Write all answers in the booklet provided**

QUESTION ONE

- a) What is the broad definition of operations in an organisation? **(5 marks)**
- b) Operations management is important in all types of organization. Discuss **(5 marks)**
- c) The business environment has a significant impact on what is expected from management of service operations, in recent years there have been new pressures for which the operations function has needed to develop responses. List some of these business pressures and the operations responses to them. **(10 marks)**

QUESTION TWO

- a) Increasingly the distinction between services and products is both difficult to define and not particularly useful. Explain **(10 marks)**
- b) Although all operations processes are similar in that they all transform inputs, they do differ in a number of ways, four of which, known as the four Vs, are particularly important: Outline and discuss them **(10 marks)**

QUESTION THREE

- a) What is the process hierarchy? **(5marks)**
- b) How do operations processes have different characteristics? **(5 marks)**
- c) Why are organisations being asked to do IT strategic planning **(10 marks)**

QUESTION FOUR

- a) An IT Assessment is a snapshot of IT efficiency and effectiveness in the enterprise today. **(10 marks)**
- b) A four-layer framework provides an overall understanding of the relationships between the components of an IT blueprint in an organization. **(10 marks)**

QUESTION FIVE

Customer service is never more critical than when consumers complain. Think of a recent experience which led you to complain, either in person at the time of the incident, or later, via phone, letter or e-mail:

- a) From a CRM perspective, how did the firm handle your complaint?
- b) What else could the firm have done?

(20 marks)