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Service Capacity has to be managed in a highly dynamic environment where services organization face more personalized demand due to the presence of customer than in manufacturing sector. Meeting personalized demand directly affects the the service quality perceived by the customer.

The model of measuring service capacity is divided into many groups which are Equipments and Technology, under which comes the following components such as self service technology increase capacity and then the information technology and service location.

Then the other group is the facilities that would be towards the customer.

that the customer has to service facility, and also looking into the service performed over phone or emails. Then falls the flexibility in capacity expansion, that is altering capacity between two-time period ranging between low demand and peak demand time period, then also the over time, and sub-contracting.

Then comes the Co-Producer who must know the knowledge level of the customer and inputs provided by the customer.

Then finally steps in the human resources, where number of employees, and the skill and expertise has to be looked after and the employees need to be always motivated. The leadership skills must be at top.

Cross-training and all full-time vs part-time employees. So this model is followed and used for measuring service capacity.

* Scope of production management :

- i) Process design and planning - This involves the appropriate technology for conversion of raw materials into products. The choice of technology depends upon several factors such as demand, investment capability, labour availability and degree of automation required.
- ii) Facilities Location and Layout planning - The firm's location is a strategic decision and firm once located will not be altered in near future.
- iii) Design of Material Handling - The handling should be kept at minimum though it is not possible to avoid handling. The selection of particular flow pattern and material handling equipments is dependent on the distance between the workstations, intensity of flow

and size, shape and nature of material to be handled.

iv) New Product Identification and design -

The success of an organisation depends upon the product mix that it offers to the customer. There exists a demand for the products if the product has good market acceptability. The product should be designed in such way as to meet the expectations of customer.

v) Material Utilization - The decision is concerned with the procurement of fixed assets like plants and machineries. The decision regarding the size of the plant, output, etc. are decided at this stage.

vi) Production Control - a management technique which aims to see that the activities are carried out as per the plan.