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BSM-006

BACHELOR OF BUSINESS

ADMINISTRATION

(SERVICES MANAGEMENT) (BBASM)

Term-End Examination

December, 2021

BSM-006 : UNDERSTANDING CUSTOMER

REQUIREMENTS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all questions. Each question carries 1 mark.

Fill in the blanks :

- (a) research are exploratory and preliminary and are conducted to clarify problem definition, prepare for more formal research, or gain insight when more formal research is not necessary.

- (b) The provision of a unique offering, and thus differential value, transforms the relationship from acquaintance to
- (c) In methods the companies hire outside research companies to send people into service establishments and experience the service as if they were customers.
- (d) customers are more likely than others to engage in negative word-of-mouth communication with friends and relatives and to switch providers.
- (e) fairness focuses on the interpersonal treatment received during the complaint process.

State True/False :

- (f) In Critical Incident Technique (CIT), researcher asks questions about all elements in the customer's relationship with the company (including service, product, and price).
- (g) Downward communication helps in gaining first-hand knowledge about customer expectations.
- (h) The lead tier describes the company's most profitable customers.

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- (i) The customer is not always right.
- (j) Customers who do not complain directly to service providers do not spread the negative word of mouth either.
2. Answer any **five** of the following questions in about **100** words each. Each question carries 2 marks.
- (a) Explain quantitative research.
- (b) What is meant by customer panels ?
- (c) What is Big Data ?
- (d) What do you mean by consumers as acquaintances in relationship marketing ?
- (e) Explain the customer's view of profitability tiers.
- (f) Explain the meaning of financial bonds in customer relationship.
- (g) Explain the meaning of Voicers type of complainer.
- (h) How does service guarantee work ?
3. Answer any **four** of the following questions in about **250** words each. Each question carries 5 marks.
- (a) How does complaint solicitation help in service marketing research programme ?

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- (b) What are the benefits of relationship marketing to consumers ?
- (c) Describe with suitable diagram the concept of the customer pyramid.
- (d) What are the various switching barriers ? Explain.
- (e) What are the various characteristics of effective guarantees ? Explain.
- (f) Explain the various service recovery strategies a corporate may use in fixing the problem.
4. Answer any **one** question in **500** words. Each question carries 10 marks.
- (a) Discuss the concept of importance/ performance matrices for any hotel industry.
- Or*
- (b) Explain how do customers respond to service failure with suitable examples. Comment why people do not complain the service failure.

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