

**BACHELOR OF BUSINESS ADMINISTRATION
(SERVICES MANAGEMENT) (BBA(SM))**

Term-End Examination

December, 2022

**BSM-006 : UNDERSTANDING CUSTOMER
REQUIREMENTS**

Time : 2 hours

Maximum Marks : 50

*Note : Answer **all** the questions.*

1. *Answer **all** the questions. Each question carries 1 mark. 10×1=10*

Fill in the blanks :

- (a) Complaint _____ can be a way of communicating about what can be done to improve service and service employees.
- (b) The importance / _____ matrix combines information about customer perceptions and importance ratings.
- (c) _____ refers to the actions taken by an organization in response to a service failure to improve the situation for the customer.

- (d) The _____ tier describes the company's most profitable customers.
- (e) Content and _____ are two primary characteristics of supplying effective explanations to customers.

State True or False :

- (f) Service marketing research begins with defining the research objectives.
- (g) It is practical and highly recommended to meet (or to exceed) all customers' expectations.
- (h) An on-the-spot complaint by customers is a best-case scenario for a company.
- (i) A company should target its services to all customers.
- (j) Voicers should be viewed as the service provider's best friends.

2. Answer any *five* of the following questions in about 100 words each. Each question carries 2 marks. *5×2=10*

- (a) Explain the meaning of qualitative research.
- (b) Mention the different service guarantees needed to have limited restrictions and exclusions.

- (c) Which type of customers are referred to as the Irates ?
- (d) Explain customization bond.
- (e) Explain Confidence Benefits of Relationship Marketing.
- (f) Explain the term Customer Pyramid.
- (g) Explain the term Gold tier.
- (h) What do you mean by variety of big data ?

3. Answer any *four* of the following questions in about 250 words each. Each question carries 5 marks. $4 \times 5 = 20$

- (a) What are the various reasons for service switching ?
- (b) What are the various relationship challenges ? Explain.
- (c) Discuss benefits of relationship marketing for consumers and companies.
- (d) Write short notes on SERVQUAL scale.
- (e) Explain in detail the critical incident studies technique.
- (f) What are the various reasons for service switching ? Explain.

4. Answer any **one** of the following questions in about 500 words : *1×10=10*

(a) How does customer research help in understanding customer expectations ? Explain with suitable example.

OR

(b) What are different service recovery strategies commonly used while fixing the customer ? Discuss with suitable example.
