

No. of Printed Pages : 4

**BSM-006**

**BACHELOR OF BUSINESS  
ADMINISTRATION  
(SERVICES MANAGEMENT) (BBASM)**

**Term-End Examination**

**June, 2023**

**BSM-006 : UNDERSTANDING CUSTOMER  
REQUIREMENTS**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note** : *Attempt all questions.*

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

Fill in the blanks :

- (a) \_\_\_\_\_ are exploratory and preliminary and are conducted to clarify problem definition.
- (b) A \_\_\_\_\_ approach suggests customer loyalty can be encouraged through intimate knowledge of individual customers.

**P. T. O.**

- (c) \_\_\_\_\_ fairness concerns the results that customers receive from their complaints.
- (d) A \_\_\_\_\_ is a particular type of recovery tool that can be used to both “fix the customer” and “fix the problem”.
- (e) Once consumer awareness and trial are achieved, familiarity is established and the consumer and the firm become \_\_\_\_\_.

State True/False :

- (f) Executive visits to customers approach is frequently used in business to business service marketing.
- (g) The gold tier consists of customers who are costing the company money.
- (h) The meaning of SERVQUAL and relationship surveys is usually to gauge the overall relationship with the customer.
- (i) Customers expecting courteous behaviour from the service provider while interacting is an example of procedural fairness.
- (j) Distributors are intermediate customers.

2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks.
- (a) What is meant by Lost Customer Research ?
  - (b) Which types of customers are referred to as the activists ?
  - (c) Explain structural bonds.
  - (d) What are different goals of relationship marketing ?
  - (e) What are trailer calls ?
  - (f) Explain Social Benefits of relationship marketing.
  - (g) What is meant by term service failure ?
  - (h) Explain the term Platinum tier.
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks.
- (a) How can a service provider fix the problem by encouraging and tracking complaints ?

- (b) Explain the term “service failure” and elaborate on its impact.
  - (c) Write short notes on Importance/ Performance matrix.
  - (d) What are the characteristics of effective guarantees ? Explain.
  - (e) Discuss the role of big data in research.
  - (f) Discuss the concept of relationship value of a customer.
4. Answer any **one** question in **500** words. Each question carries 10 marks.
- (a) Think of an instance where you may have switched a service provider even after service recovery. What were the possible reasons for this switching ?

*Or*

- (b) Explain the meaning of upward communication and discuss research methods for upward communication with the help of case example.