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BSM-006

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICE
MANAGEMENT) (BBASM)
Term-End Examination**

June, 2024

**BSM-006 : UNDERSTANDING CUSTOMER
REQUIREMENTS**

Time : 2 Hours

Maximum Marks : 50

Note : All questions are compulsory.

1. Fill in the blanks : 1×10=10
- (a) A research programme can be defined as the portfolio of research studies and types needed to address research objectives and execute an overall measurement strategy.

- (b) The chart combines information about customer perceptions and importance ratings.
- (c) A approach suggests customer loyalty can be encouraged through intimate knowledge of individual customers.
- (d) For satisfaction guarantees, any aspect of the service, whether related to outcome or the delivery process, should be to the customer's liking—there are no limits or conditions.
- (e) Content and are two primary characteristics of supplying effective explanations to customers.

State True or False :

- (f) Customers expecting courteous behaviour from the service provider while interacting is an example of procedural fairness.
- (g) The lead tier describes the company's most profitable customers.

- (h) The primary goal of relationship marketing is to build and maintain a base of committed consumers.
- (i) Customers who do not complain directly to service providers do not spread the negative word of mouth either.
- (j) A good guarantee forces the company to focus on its customers.

2. Answer any *five* of the following questions in about **100** words each : 2×5=10

- (a) Elaborate of Future Expectations Research.
- (b) Discuss the customer's view of profitability tiers.
- (c) Explain the concept of financial bonds.
- (d) What is meant by Service Recovery ?
- (e) Which types of customers is referred to as the grates ?

- (f) What are the types of service guarantee ?
 - (g) Comment on learning from recovery experiences.
 - (h) Discuss the primary goal of relationship marketing.
3. Answer any *four* of following questions in about **250** words each : $5 \times 4 = 20$
- (a) How does customer research help in understanding customer expectations ? Explain.
 - (b) Write a short note on Requirements Research.
 - (c) What are the various relationship challenges ?
 - (d) Write a short note on SERVQUAL scale.
 - (e) What are the various reasons for service switching ? Explain.
 - (f) Write a short note on Importance/ Performance matrix.

4. Answer any *one* question in **500** words :

$$10 \times 1 = 10$$

- (a) What are the different goals of relationship marketing ? Discuss the benefits of relationship marketing for consumers and companies.
- (b) What are the different service recovery strategies commonly used while fixing the customer ? Discuss with suitable examples.