

**BACHELORS IN BUSINESS ADMINISTRATION
(SERVICES MANAGEMENT) (BBASM)**

Term-End Examination

February, 2021

BSM-005 : FOCUS ON THE CUSTOMER

Time : 2 hours

Maximum Marks : 50

Note : Answer **all** the questions.

1. Answer all the questions. Each question carries
1 mark : *10×1=10*
- (a) Desired Service Expectation is the highest level of expectation which a customer holds regarding a service. (True/False)
- (b) The extent to which customers recognize and are willing to accept the variation in service is called Zone of Tolerance. (True/False)
- (c) Some management consultants urge service companies to “delight” customers to gain a competitive edge. (True/False)
- (d) _____ is the willingness to help customers and to provide prompt service.

- (e) What is the full form of ACSI developed by researchers at the National Quality Research Centre ?
- (f) Empathy is caring individualized attention given to customers. (True/False)
- (g) The most vivid impression of the service occurs in the service encounter, when the customer interacts with the service firm. (True/False)
- (h) Reliability is the most important determinant of perceptions of service quality. (True/False)
- (i) The degree to which the website compensates customer for problems is _____ .
- (j) Word-of-mouth communication helps in shaping expectations of service. (True/False)

2. Answer any **five** of the following in about 100 words each : $5 \times 2 = 10$

- (a) How do personal needs influence the desired service level ?
- (b) How do customer perceptions play an important role in JD Power Index ?
- (c) Distinguish between ideal and minimum tolerable customer expectations.
- (d) Discuss the competition faced by the company in meeting customer expectations.

- (e) Identify the five dimensions of service quality.
- (f) How is Indian Railways 'IRCTC' an excellent example of technology-based service encounters ?
- (g) What is a Blueprint ?
- (h) What is E-service quality ?

3. Answer any **four** of the following in about 250 words each : 4×5=20

- (a) How do situational factors affect levels of adequate service ?
- (b) Describe the importance of word-of-mouth communication in shaping expectations of service.
- (c) Differentiate between National Customer Satisfaction Index and the American Customer Satisfaction Index.
- (d) How does personal service philosophy influence desired service expectations ?
- (e) Distribution and after-sale service of products are critical factors for the success of Whirlpool. Discuss.
- (f) Tata Motors focusses on following a customer-centric rather than a product-centric approach. Explain.

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

- (a) How do explicit service promises influence the levels of desired service and predicted service ? Explain.
 - (b) What are the quality strategies adopted by service players to exercise quality control ?
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