

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

Term-End Examination

February, 2021

**BSM-006 : UNDERSTANDING CUSTOMER
REQUIREMENT**

Time : 2 hours

Maximum Marks : 50

Note : Answer *all* the questions.

1. Answer all the questions. Each question carries
1 (one) mark : *10×1=10*
- (a) Fill in the blanks :
- (i) One of the most successful qualitative customer research in seeking insights on customer wants is _____
_____ .
- (ii) _____ are groups of customers assembled to provide attitude and perception about a service over time.
- (iii) Through _____ programme the firm can contact its employees and share their ideas for improving their work.

- (iv) Customer loyalty can be encouraged through knowledge of individual customer called _____ .
 - (v) The goal of relationship marketing is moving up the ladder from acquiring, _____, _____ and enhancing.
- (b) State whether the following statements are *true* or *false* :
- (i) Big companies alone can benefit from customer research.
 - (ii) Critical incident studies have been used to study level of patient satisfaction in hospitals.
 - (iii) Customer pyramid is a four-tier approach useful in knowing how customers differ in terms of loyalty.
 - (iv) Irates are complainers who are more unlikely to spread a negative word-of-mouth.
 - (v) Hilton Hotels has integrated technology platform called “QnO” which provides basis for CRM system.

2. Answer any **five** of the following in about 100 words each :

$5 \times 2 = 10$

- (a) List out any five important research objectives for services.
- (b) Explain the format used in a service expectation meeting when large accounts are involved.

- (c) Why is mystery shopping form unique to services ?
- (d) What is the significance of “Research on internal customers” ?
- (e) How do you think relationship marketing is beneficial for both customers and firms ?
- (f) What is the need for assessing customer profitability segment ?
- (g) Distinguish service failure from service recovery.
- (h) Comment on learning from recovery experience.

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

- (a) Explain the SERVQUAL questionnaire in brief.
- (b) Explain upward communication, its objective and scope with reference to small-sized service companies.
- (c) Explain the concept of customer profitability segment with a suitable example.
- (d) What are relationship bonds ? Explain the various types of relationship bonds.
- (e) When and why should service providers consider ending business relationship with the customer ?
- (f) Explain your understanding of the outcome and procedural fairness terms.

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

(a) Having understood the importance of customer research and their expectations, suggest what criteria you would consider in preparing service research activities for the following :

(i) A family restaurant serving South Indian food.

(ii) An everyday low cost retailer.

(b) Explain the term Relationship Marketing. Discuss the various levels of evolution process of consumer relationships. What could be the possible relationship levels of college goers with service providers like Amazon and Flipkart ?
