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BSM-005

BACHELOR OF BUSINESS

ADMINISTRATION

(SERVICES MANAGEMENT) (BBASM)

Term-End Examination

December, 2021

BSM-005 : FOCUS ON THE CUSTOMER

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all the questions. Each question carries

1 mark :

(a) Customers' tolerance zones vary with different service attributes or dimensions.

(True/False)

(b) Customers' emotions cannot affect their perceptions of satisfaction with products and services. (True/False)

(c) If an internet brokerage provides correct information and executes, customer requests accurately then it fulfills reliability dimensions of service quality.

(True/False)

Fill in the blanks :

(d) The term used to denote customers expectation to maintain cleanliness is

(e) The ease and speed of accessing and using the website is called

(f) are consumers who are detached from technology and extremely negative or doubtful towards using it.

(g) represent the service physically.

P. T. O.

Multiple choice questions :

- (h) Which of the following explains the service encounter that occurs between an employee and a customer in direct personal contact ?
- (i) Video encounter
 - (ii) Facet-to-face encounter
 - (iii) Remote encounter
 - (iv) Email encounter
- (i) Which of the following terms is used to explain the degree to which the site is safe and protects customer information ?
- (i) Privacy
 - (ii) Transparency
 - (iii) Efficiency
 - (iv) Compensation
- (j) Which of the following means a product or service provides a pleasurable level of consumption related fulfillment ?
- (i) detachment
 - (ii) satisfaction
 - (iii) realisation
 - (iv) bias

2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks.
- (a) Explain the term responsiveness as a dimension of service quality.
 - (b) What do you understand by personal service philosophy ?
 - (c) Explain the term customer effort.
 - (d) Explain the role of service attributions in customer satisfaction.
 - (e) What are technology mediated encounters ?
 - (f) Explain the term assurance as a dimension of service quality.
 - (g) Explain real-time marketing.
 - (h) What do you understand by the term “Customer Emotions” ?
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks.
- (a) Differentiate between the terms customer satisfaction and customers delight.
 - (b) What is America Customer Satisfaction Index ? Explain.

- (c) How do explicit service promises have a direct effect on direct service expectation ?
 - (d) Why are service encounters regarded as moments of truth ? Explain.
 - (e) What is Customer-Centre Approach ? Discuss.
 - (f) What do you understand by the term “Spontaneity” ?
4. Answer any *one* question of the following in about **500** words each : 10
- (a) What is E-service quality ? How do customers judge the service quality of a website ?
 - (b) What do you understand by the term “Customer delight” ? Explain with the help of a suitable example.