

No. of Printed Pages : 4

**BSM-005**

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

**Term-End Examination**

**December, 2022**

**BSM-005 : FOCUS ON THE CUSTOMER**

*Time : 2 Hours*

*Maximum Marks : 50*

---

**Note :** *All questions are compulsory.*

---

---

1. (a) State whether the following statements are True or False : 5×1=5
- (i) One of the most difficult tasks that marketers face is understanding what customers expect from services.
  - (ii) If service drops below adequate service the customer's reaction will be unaffected.
  - (iii) Situational factor is a type of factor that does not influences desired service.

**P. T. O.**

- (iv) Service expectations rise as quickly as service delivery or promises rise.
- (v) Customers' emotions do not affect their perceptions of satisfaction with products and services.

(b) Fill in the blanks : 5×1=5

- (i) \_\_\_\_\_ is a measures of satisfaction with goods or services.
- (ii) \_\_\_\_\_ are features that have the potential to further satisfy beyond the basic function of the product.
- (iii) \_\_\_\_\_ focuses specifically on dimension of service.
- (iv) \_\_\_\_\_ are perceived causes of events which influence perceptions of satisfaction as well.
- (v) The concept of \_\_\_\_\_ helps us to understand the opportunities that the firm has to win or lose the customer.

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

- (a) Indian Railway Catering and Tourism Corporation (IRCTC)
- (b) Customer Satisfaction

- (c) Customers effort
- (d) E-service quality
- (e) The Zone of Tolerance
- (f) Service Expectations
- (g) Real-time marketing
- (h) Customer Delight

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

- (a) Explain the term “perceived service alternative” with suitable examples.
- (b) What are **five** quality service encounters ? Briefly explain with the help of an example.
- (c) How is customer satisfaction a direct result of customer perception ?
- (d) What do you understand by the term “adaptability” ? Explain.
- (e) Discuss “the self-reinforcing service cycle.”
- (f) Explain how customer service has been revolutionized with the help of technology.

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

(a) Discuss the different types of expectations which customers may have from a service.

*Or*

(b) Explain the various types of service encounters. How are face-to-face encounters different from technology mediated encounters ?