

No. of Printed Pages : 4

BSM-006

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

Term-End Examination

December, 2023

**BSM-006 : UNDERSTANDING CUSTOMER
REQUIREMENTS**

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all questions. Each question carries 1 mark.

Fill in the blanks :

- (a) The meaning of survey is to capture information about key service encounters with the customer.
- (b) The-tier describes the company's most profitable customers.

P. T. O.

- (c) refers to the actions taken by an organization in response to a service failure to improve the situation for the customer.
- (d) fairness concerns the results that customers receive from their complaints.
- (e) A is a particular type of recovery tool that can be used to both “Fix the customer” and “Fix the problem”.

State True/False :

- (f) Zaltman metaphor elicitation technique is a part of quantitative research.
- (g) Distributors are Intermediate customers.
- (h) A company should target its services to all customers.
- (i) A on-the-spot complaint by customers is a best case scenario for company.
- (j) Responding quickly is one of the strategies used in fixing the problem.

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

- (a) Explain the meaning of qualitative research.
- (b) Explain structural bonds.
- (c) Explain the term social benefits.
- (d) What is meant by Lost Customer Research ?
- (e) Discuss the term service failure .
- (f) Which types of customers are referred to as the activists ?
- (g) Discuss the advantages of service guarantee.
- (h) What is meant by Customer Panels ?

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

- (a) Discuss the role of complaint solicitation in service marketing research programme.
- (b) Discuss the role of Big Data in research.

- (c) How does evolution of consumer relationship occur ? Explain.
- (d) What are the characteristics of effective guarantees ? Explain.
- (e) How can a service provider fix the problem by encouraging and tracking complaints ?
- (f) Discuss the concept of relationship value of a customer.

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

10×1=10

- (a) Explain the meaning of upward communication and discuss research methods for upward communication.

Or

- (b) Discuss the various switching barriers with suitable examples.