BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBASM)

Term-End Examination

December, 2023

BSM-05 : 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 : 1×5=5

   (i) Adequate service is the threshold level of acceptable service.

   (ii) Personal needs educate customers on ways the service addresses their needs.

   (iii) Empathy is non-caring individualized attention given to customers.

(iv) Responsiveness is the willingness to help customers and to provide prompt service.

(v) Customer satisfaction is a direct result of customer perception.

(b) Fill in the blanks :   1×5=5

(i) _____ service expectations occurs when customer expectations are driven by another person or group of people.

(ii) _____ service quality is a component of customer satisfaction.

(iii) Service _____ are maps or visual guides that help to design the service system.

(iv) Texting, live chats are examples of _____ encounters.

(v) _____ is employee response to problem customers.

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

(a) The American Customer Satisfaction Index

(b) Service Expectations

(c) Quality Strategies for Service Players

(d) Coping as an Employee Response to Problem Customers

(e) Reliability of services

(f) Customer-Centric Approach

(g) Transaction *vs.* Cumulative Perceptions

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

(a) What are the sources of adequate service expectations ?

(b) Explain the technology-based service encounters with suitable examples.

(c) Briefly explain the importance of service encounters.

(d) How can one predict customer loyalty by measuring customer effort ?

(e) What does a Service Marketer Do if Customer Expectations are "Unrealistic" ?

(f) Discuss the concept of service quality with the help of an example.

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

   (a) Why are situational factors generally considered contemporary in nature ? Discuss the factors that influence desired and predicted services.

   (b) How is service quality measured ? Explain the scales used for measurement of customer satisfaction.