BSM-05

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBA(SM))

Term-End Examination

June, 2022

BSM-05 : FOCUS ON THE CUSTOMER

Time : 2 hours *Maximum Marks : 50*

Note : *Answer **all** the questions.*

1. Answer **all** the questions. Each question carries 1 mark : *10×1=10*

   Select True or False :

   (a) The minimum level of service which a customer will accept is adequate service.
   (True/False)

   (b) Personal needs educate customers on ways the service addresses their needs.
   (True/False)

   (c) The opportunities which a firm gets to win or lose a customer are termed as "moments of truth". (True/False)

   (d) The price paid for the service is not the value of the service. (True/False)

Fill in the blanks :

(e) The ability to understand customer's expectation from one's own perspective is _____.

(f) _____ factor is a type of factor that influences desired service.

(g) The perceived causes of events are called _____.

Multiple Choice Questions :

(h) Who is the CEO of Amazon Company ?
  (i) Satya Nadella
  (ii) Sundar Pichai
  (iii) Mark Zuckerberg
  (iv) Jeff Bezos

(i) Which of the following options is about employee response to unexpected customer requests ?
  (i) Adaptability
  (ii) Recovery
  (iii) Coping
  (iv) Spontaneity

(j) Which of the following explains company's policy to deliberately underpromise and then deliver more ?
  (i) To exceed expectations
  (ii) To meet the musts
  (iii) To meet the needs
  (iv) To deliver satisfaction

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

(a) What is an OTT platform ? Explain with the help of examples.

(b) What do you understand by Zone of Tolerance ?

(c) What are Implicit Service Promises ? Explain.

(d) Explain the indexes used to measure customer satisfaction at national level.

(e) How do service blueprints help to design the service system ?

(f) How is customer loyalty affected by customer efforts ?

(g) What do you understand by the term "Coping" ?

(h) How is Tatkal reservation different from Normal reservation of train tickets of Indian Railways ?

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

(a) Enlist the possible types of expectations customers may have from a service. Give examples to substantiate your answer.

(b) Briefly explain the five drivers of service quality.

(c) What are Tangibles ? Explain.

(d) What are the strategies adopted by service players to control quality ?

(e) What is e-Commerce ? How is it important in present times ?

(f) How do customers' perceptions of service determine customer satisfaction ?

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

(a) Discuss the sources of pleasure and displeasure in service encounters.

(b) How does a service company stay ahead of competition in meeting customers' expectations ?

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