

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

Term-End Examination

June, 2022

**BSM-006 : UNDERSTANDING CUSTOMER
REQUIREMENTS**

Time : 2 hours

Maximum Marks : 50

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

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

10×1=10

1. Fill in the blanks :

- (a) Once consumer awareness and trials are achieved, familiarity is established and the consumer and the firm become _____ .
- (b) _____ method involves identifying the benefits and attributes that customers expect in a service.
- (c) _____ type of customers actively complain to the service provider, but they are less likely to spread negative word-of-mouth.

- (d) Content and _____ are the two primary characteristics of supplying effective explanations to customers.
- (e) A _____ is a particular type of recovery tool that can be used to both “fix the customer” and “fix the problem”.

True or False :

- (f) Service marketing research begins with defining the research objectives.
- (g) The meaning of SERVQUAL and relationship surveys is usually to gauge the overall relationship with the customer.
- (h) Executive visit to customers approach is frequently used in Business-to-Business service marketing.
- (i) The gold tier consists of customers who are costing the company money.
- (j) A company should target its services to all customers.

2. Answer any *five* of the following questions in about 100 words each. Each question carries 2 marks.

5×2=10

- (a) What is meant by Mystery Shopping ?
- (b) Explain the meaning of Upward Communication.

- (c) What do you mean by Consumers as Friends in relationship marketing ?
- (d) What is Iron tier in customer pyramid ?
- (e) Discuss the meaning of customer inertia.
- (f) Explain the meaning of Activists type of complainer.
- (g) Explain the term Procedural fairness.
- (h) Discuss the concept of the wrong segment as relationship challenges.

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

- (a) Discuss Qualitative and Quantitative research methods.
- (b) Write a short note on Critical Incident Studies.
- (c) What are the benefits of relationship marketing to companies ?
- (d) What are the different levels of relationship bonds ? Explain.
- (e) Explain with suitable example the various ways a customer may respond to service failures.
- (f) Explain the types and benefits of service guarantee.

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

(a) Think of an instance where you may have switched a service provider even after service recovery. What were the possible reasons for this switching ? Discuss.

OR

(b) Explain the importance of SERVQUAL scale with a suitable example.
