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BSM-005

**BACHELOR'S IN BUSINESS
ADMINISTRATION
(SERVICES MANAGEMENT)
[BBA(SM)]**

Term-End Examination

June, 2023

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) Ideal space is provided in mobile stores for customers to interact.
- (ii) Services are heterogeneous and their performance may not vary across providers.
- (iii) Quality cannot be perceived by customers in a unidimensional way.

P. T. O.

(iv) Tangibles do not represent the service physically.

(v) Empathy is a caring individualized attention given to customers.

(b) Fill in the blanks : $5 \times 1 = 5$

(i) The highest level of service which a customer expects to receive is _____.

(ii) _____ are features that have the potential to further satisfy beyond the basic function of the product.

(iii) _____ quality focuses specifically on dimensions of service.

(iv) Customer's _____ can also affect their perceptions of satisfaction with products and services.

(v) _____ represents the "perceived causes of events".

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

(a) Adequate Service

- (b) Competency and Consistency
 - (c) Customer delight
 - (d) National Customer Satisfaction Indexes
 - (e) e-Service quality
 - (f) Assurance
 - (g) Customer effort
 - (h) Adaptability
3. Answer any **four** of the following questions in about **250** words each : 4×5=20
- (a) Discuss the differing zones of tolerance for different service dimensions.
 - (b) What does a service marketer do if customer expectations are unrealistic ?
 - (c) Explain the dynamic nature of customer expectations.
 - (d) Briefly discuss the *five* dimensions of service quality.
 - (e) Discuss the quality strategies for service players.
 - (f) Explain the ways in which service encounter can take place.

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

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

Or

(b) What is Customer Satisfaction ? Briefly discuss the determinants of customer satisfaction.