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BSM-05

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

**Term-End Examination
June, 2024**

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) When the level of service is beyond acceptance, it is in customer's zone of tolerance.
- (ii) The competitive implication of delight relates to its impact on expectations of other firms in the same industry.

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- (iii) Customers' emotions can also affect their perceptions of dissatisfaction with products and services.
 - (iv) Efficiency is the ease and speed of accessing and using the site.
 - (v) Remote encounters can occur without any direct human contact.
- (b) Fill in the blanks : 1×5=5
- (i) The attributes central to the basic function of the product or service is called
 - (ii) is the ability to perform the promised service dependable and accurately.
 - (iii) Service encounter or moments of occurs when the customer interacts with the service firm.
 - (iv) is unprompted and unsolicited employee actions.
 - (v) represents 'the perceived causes of events.'

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

- (a) National Customer Satisfaction Indexes
- (b) The Zone of Tolerance
- (c) E-Service Quality
- (d) Adaptability as an Employee Response to Customer needs and requests.
- (e) Customer satisfaction and Customer loyalty
- (f) Explicit Service promises
- (g) Satisfaction *vs.* Service Quality

3. Answer any *four* the following questions in about **250** words each : $5 \times 4 = 20$

- (a) What are the sources of desired service expectations ?
- (b) Discuss any *two* Service Quality dimensions.
- (c) What do you mean by Customer Satisfaction ? Explain.

- (d) How does a service company stay ahead of competition in meeting customer expectations ? Explain.
 - (e) How are Service encounters the building blocks for customer perceptions ?
 - (f) Explain the types of service encounters which a customer experiences in his or her interaction with a service firm.
4. Answer any **one** of the following questions in about **500** words each : 10×1=10
- (a) Explain Service Encounters or Moments of Truth in terms of customer interaction with the service firm.
 - (b) What are the sources of pleasure and displeasure in service encounters ?