

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

Term-End Examination

December, 2024

BSM-005 : FOCUS ON THE CUSTOMER

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. (a) State whether the following statements are
True or False : 5×1=5
 - (i) Excellent internal customer service
can lead to employee satisfaction.
 - (ii) Personal needs influence adequate
service.
 - (iii) Effective customer service involves
learning how to handle conflict.

(iv) Customer will get satisfied and pay more for better service.

(v) Services do not contribute to a country's economy as they do not result in any net increase in wealth.

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

(i) Those who are not currently using the product but have the capability of becoming customers in future are called

(ii) Post-sales activities include

(iii) Invisible export means export of

(iv) The customer needs that keep a company in the market are called

(v) is the expression of dissatisfaction with a product/ service.

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

(a) Customer Delight

(b) Service expectations

- (c) Implicit service promises.
 - (d) Write a short note on coping.
 - (e) What are technology mediated encounters ?
 - (f) Customer effort
 - (g) National customer satisfaction index.
 - (h) How do personal needs influence the desired service level ?
3. Answer any *four* of the following questions in about **250** words each : 4×5=20
- (a) How do situational factors affect levels of adequate service ?
 - (b) What is America Customer Satisfaction Index ? Explain.
 - (c) Explain *five* key drivers of service quality.
 - (d) Describe the significance of e-Commerce in present world.
 - (e) Discuss the self-reinforcing service cycle.
 - (f) Explain the ways in which service encounters can take place.

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

- (a) Discuss the source of pleasure and displeasure in service encounters.
- (b) Define e-Service quality. What are the essentials to judge the service quality of a website ?

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