

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

Term-End Examination

December, 2025

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) Customer feedback is the reaction of customers to a product or service.
 - (ii) In the process of evaluating solution to a problem, only positive perspective is considered.
 - (iii) Excellent internal customer service can lead to employee satisfaction.

- (iv) Customers always remember excellent customer service even if their problem do not get resolved.
 - (v) Effective customer service involves learning how to handle conflict.
- (b) Fill in the blanks : 5×1=5
- (i) Identifying the customer expectation is the key to satisfy the
 - (ii) The highest expectations can be termed as
 - (iii) is the consumer's fulfillment response.
 - (iv) is the study of factors influencing individual's behaviour and how they select and use products and services.
 - (v) guides improvements of the customer experience and can empower positive change in any business.

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

- (a) Write a short note on 'OTT' platforms.
- (b) Customer satisfaction.
- (c) What is personal service philosophy ?
- (d) Discuss the term e-service quality.
- (e) How do personal needs influence the desired service level ?
- (f) Explain real-time marketing.
- (g) Customer Delight.
- (h) Different customer groupings as per technology adoption of services.

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

- (a) Explain the importance of Word of Mouth Communication in shaping expectations of service.

- (b) What is the impact of situational factors on the levels of adequate service ?
 - (c) Mention the differences between customer satisfaction and customer delight.
 - (d) What is customer satisfaction index ? Discuss.
 - (e) Why are service encounters regarded as moments of truth ? Explain.
 - (f) Give a detailed account on customer-centric approach.
4. Answer any **one** of the following questions in about **500** words : 1×10=10
- (a) List out the sources of pleasure and displeasure in service encounters.
 - (b) Explain the different types of service encounters.

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