

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

Term-End Examination

December, 2025

**BSM-006 : UNDERSTANDING CUSTOMER
REQUIREMENTS**

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all the questions.*

1. Answer all the questions. Each question carries 1 mark. 1×10=10

Fill in the blanks :

- (a) unique service characteristics that distinguish goods from services.
- (b) helps to discover customer requirements or expectations for service.

- (c) is a multidimensional research instrument designed to measure service quality.
- (d) refers to a company's capacity to fix an unhappy customer's issue using vital customer service.
- (e) is full form of CRM.

State True/False :

- (f) Primarily customer is attracted/tied to the firm through financial incentives is a retention strategy.
- (g) Downward communication helps in gaining first-hand knowledge about customer expectations.
- (h) The customer is always right.
- (i) Service Recovery—the actions taken by an organization in response to a service failure.
- (j) In addition to the traditional four P's the services marketing mix includes people and physical evidence only.

2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks : 2×5=10

- (a) Outline the research objectives for services.
- (b) What is meant by customer expectations in case of services ?
- (c) What is customer delightfulness ?
- (d) What is customer relationship marketing ?
- (e) Explain the level of lead in customer pyramid.
- (f) What is the Wheel of Loyalty ?
- (g) Define moments of truth in services.
- (h) How does service guarantee work ?

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

- (a) How does complaint system help in service recovery ?

- (b) What are the benefits of relationship management to consumers ?
 - (c) Illustrate the customer pyramid.
 - (d) What are the various switching barriers ?
 - (e) What are the various characteristics of service ? Explain.
 - (f) Explain the various service gaps.
4. Answer any *one* question in **500** words. Each question carries 10 marks : $1 \times 10 = 10$
- (a) Discuss the concept of 'SERVQUAL'. Describe the dimensions of the SERVQUAL model.

Or

- (b) What do you understand by service failure ? Explain the service recovery strategies.

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