

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) [BBA(SM)]**

**Term-End Examination**

**June, 2025**

**BSM-005 : FOCUS ON THE CUSTOMER**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** Attempt all questions.

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1. (a) State whether the following statements are true *or* false : 5×1=5
- (i) Customer satisfaction or dissatisfaction takes place during moments of truth. ( )
- (ii) Dissatisfied individual and business customers seldom complain to the organization about the problems. ( )

- (iii) The conformance dimension of a service depends on the ability of the service provider to provide what was promised to the customers dependably and accurately. ( )
- (iv) Customers are more easily satisfied if their expectations are effectively managed. ( )
- (v) Customers always remember excellent customer service even if their problem do not get resolved. ( )

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

- (i) The customer needs that bring with them pleasant surprises and customer delight are called ..... .
- (ii) ..... is the set of activities performed by an organization used to satisfy the customer and their needs.

- (iii) ..... defines activities that occur within an organization.
- (iv) The mental energy spent by customers to acquire service is referred to as ..... .
- (v) Distinct characteristics of service is ..... .

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

- (a) Customer satisfaction
- (b) e-Service quality
- (c) An OTT platform with examples
- (d) How is customer loyalty affected by customer efforts ?
- (e) Real time marketing
- (f) Customer emotions
- (g) Adequate service
- (h) *Five* dimensions of service quality

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

- (a) Differentiate between National Customer Satisfaction Index and American Customer Satisfaction Index.
- (b) What are tangibles ? Explain.
- (c) Explain the strategies adopted by service players to control quality.
- (d) Elucidate the types of expectations customers may have from a service with examples.
- (e) Describe perceived service alternatives with suitable examples.
- (f) What is adaptability ? Explain in relation with service.

4. Answer any *one* of the following questions in about **500** words :  $1 \times 10 = 10$

- (a) Elucidate the concept of “Customer Delight” with the help of a suitable example.
- (b) What is service quality ? Explain its dimensions.

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