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BSM-013

**B. B. A. (SERVICES MANAGEMENT)
(BBASM)**

Term-End Examination

June, 2025

**BSM-013 : DELIVERING AND PERFORMING
SERVICES**

Time : 2 Hours

Maximum Marks : 50

Note : Answer all the questions.

1. (a) Fill in the blanks : 5×1=5
- (i) Service quality can be defined as the degree of between customer expectations and perceptions of the service.
- (ii) The process of identifying and designing services to meet customer needs is called

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(iii) refers to the degree to which service employees are trained to manage customer relationships.

(iv) The concept of helps identify points where a service is delivered or received.

(v) is the physical evidence that accompanies a service such as brochures websites or facilities.

(b) State whether the following statements are True or false : 5×1=5

(i) The intangibility of service makes them easy to evaluate before purchase.

(ii) Service delivery is entirely dependent on technology and not on human resource.

- (iii) Service recovery is a critical element when a service fails to meet customer expectations.
- (iv) Managing services performance involves only monitoring customer feedback.
- (v) Good service is only given to external customers.

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

- (a) What is the significance of service blue printing in service delivery ?
- (b) How does the tangibility of service differ from that of physical product ?
- (c) Define service encounter.
- (d) What are the key differences between product-oriented business and service-oriented business ?
- (e) Explain the role of employee behaviour in delivering high quality service.

- (f) What is relationship between customer satisfaction and service quality ?
 - (g) Discuss the importance of feedback in service performance improvement.
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks : 4×5=20
- (a) Explain the role of technology in improving the efficiency of service delivery.
 - (b) Discuss the impact of cultural differences on the delivery and performance of services in the global economy.
 - (c) What is service recovery ? Describe the steps involved.
 - (d) How does service failure affect customer loyalty ?
 - (e) Discuss the challenges and strategies involved in maintaining consistent service quality.

- (f) Explain the concept of moments of truth in service delivery and its impact on customer perceptions.

4. Answer any *one* question in **500** words :

1×10=10

- (a) Analyse the role of employees in the service delivery process. How do employee satisfaction and motivation affect the overall service performance ?
- (b) Discuss the steps involved in the service design process. How can business ensure that service design meets the customer expectations and are efficient in delivery ?

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