

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

Term-End Examination

June, 2026

BSM-005 : FOCUS ON THE CUSTOMER

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. (a) State whether the following are true or false : 5×1=5
- (i) Customer service is the ability of an organization to consistently give assistance to customer.
- (ii) The total package of products and services offered by a company is often called provider's benefit package.

- (iii) In the firm's point of view customer focus means all firms activities are considered in light of their impact on the customer.
 - (iv) Expected quality is a measure of what a manufacturer thinks customers want in a product and service.
 - (v) Asking for a customer's feedback gives the customer an opportunity to participate in the process of improving a situation.
- (b) Fill in the blanks : 5×1=5
- (i)can be defined as the degree to which a firm continuously satisfies customer needs and expectations.

- (ii) The.....customer tends to purchase frequently and more.
- (iii) The performance matched the expectation then the.....is satisfied.
- (iv) The product or services performed exceeds the expectations of the customer. Then customer is pleasantly..... .
- (v)refers to the activities and actions companies and organizations take to reduce the number of customer defection.

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

- (a) Identify the *five* dimensions of service quality.
- (b) What is a service blueprint ?
- (c) Customer Retention.

- (d) Explain the term assurance as a dimension of service quality.
 - (e) Customer perception.
 - (f) What are technology mediated encounters ?
 - (g) Explain the term 'service expectation'.
 - (h) Distinguish between ideal and minimum tolerable customer expectation.
3. Answer any *four* of the following questions in about **250** words each : 4×5=20
- (a) How does personal needs and wants influence desired service expectation ?
 - (b) Explain National customer satisfaction index.
 - (c) Explain the term 'perceived service alternative' with suitable examples.

(d) What do you understand by the term self service technologies (SST) ?

Explain.

(e) Discuss 'the self-reinforcing service cycle.'

(f) What are services characteristics ?
Explain.

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

(a) What is E-commerce ? Explain the importance of E-commerce in present times with examples.

(b) Define E-services quality. How do customers judge the service quality of a website ?

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