

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

Term-End Examination

December, 2024

**BSM-006 : UNDERSTANDING CUSTOMER
REQUIREMENTS**

Time : 2 Hours

Maximum Marks : 50

Note : Answer all the questions.

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

Fill in the blanks :

- (a) A research programme can be defined as the portfolio of research studies and types needed to address research objectives and execute an overall measurement strategy.

- (b) The meaning of surveys is to capture information about key service encounters with the customer.
- (c) The provision of a unique offering, and thus differential value, transforms the relationship from acquaintance to
- (d) bonds are created by providing services to the client that are designed right into the service delivery system.
- (e) fairness concerns the results that customers receive from their complaints.

State True/ False :

- (f) Distributors are intermediate customers.
- (g) The lead tier describes the company's most profitable customers.
- (h) Customers who do not complain directly to service providers do not spread the negative word of mouth either.
- (i) Customers expecting courteous behaviour from the service provider while interacting is an example of procedural fairness.

- (j) A good guarantee forces the company to focus on its customers.

2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks :

$5 \times 2 = 10$

- (a) Quantitative research
- (b) Mystery shopping
- (c) Trailer Calls
- (d) Upward Communication
- (e) Social benefits of relationship marketing
- (f) Gold tier of the customer pyramid
- (g) Procedural fairness
- (h) Which type of customers is referred to as the Voicers ?

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

$4 \times 5 = 20$

- (a) Write a short note on Importance/Performance matrix.
- (b) Discuss the role of big data in research.

- (c) Explain the concept of relationship value of a customer.
- (d) What do you understand by the term interactional fairness ? Explain with suitable example.
- (e) Explain the term “service failure” with a suitable example.
- (f) What are the various reasons for service switching ? Explain.

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

1×10=10

- (a) Explain in detail the SERVQUAL.

Or

- (b) Explain the concept of customer profitability segments. Discuss its application in business decisions using an example.

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