

B. B. A. (SERVICES MANAGEMENT)

(BBASM)

Term-End Examination

December, 2025

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

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. Answer all the questions. Each question carries 1 mark.

(A) Fill in the blanks :

(a) Services are characterized by the lack of when compared to physical products.

- (b) is a concept used to measure the overall customer experience and satisfaction with a service.
- (c) The model in service delivery emphasizes customer involvement in the creation of the service.
- (d) is the term used to describe the gap between customer expectations and actual service performance.
- (e) A service that cannot be separated from its provider is known as a service.

(B) State whether the following statements are True or False :

- (a) Service can be standardized and produced in bulk like physical products.
- (b) Service delivery is entirely dependent on technology and not on human resources.
- (c) Service recovery is a critical element when a service fails.
- (d) Managing service performance involves only monitoring customer feedback.
- (e) Once customer role is not clearly defined, the organization can think in terms of facilitating that role.

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

- (a) What are the key characteristics of service that differentiate them from goods ?
- (b) Explain the term 'Internal Marketing'.
- (c) What is the role of word of mouth ?
- (d) What is SERVQUAL Model ? Explain.
- (e) Explain the significance of training the employees in service organizations.
- (f) Discuss the concept of customer involvement.
- (g) What is the difference between service tangibility and intangibility ?

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

- (a) Explain the importance of service differentiation.
- (b) How can businesses manage customer expectations ?
- (c) Explain the process of service innovation.
- (d) What are the various types of service guarantees ?
- (e) Explain the role of service failure.
- (f) Discuss how physical environment influences customer perceptions.

4. Answer any *one* question in about
500 words : 1×10=10

- (a) Discuss the concept of service productivity. How can organizations balance the quality of service with the need of efficiency ?
- (b) Analyze the impact of digitalization on service delivery and customer expectation with the help of suitable examples.

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