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*

Note : *Attempt all questions.*

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 : 5×1=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 : 4×5=20

   (a) Differentiate between National Customer Satisfaction Index and American CCustomer SSatisfaction 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 : 1×10=10

   (a) Elucidate the concept of "Customer Delight" with the help of a suitable example.

   (b) What is service quality ? Explain its dimensions.

× × × × ×