

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA(SM)]
Term-End Examination**

June, 2025

**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) Through communication, managers can get first hand information about customer expectations and perceptions from frontline managers.

- (b) The -tier differs from the platinum-tier in that profitability levels are not as high, perhaps because these customers are not as loyal or they want price discounts that limit margins.
- (c) type of customers actively complains to the service provider, but they are less likely to spread negative word-of-mouth.
- (d) A is a particular type of recovery tool that can be used to both 'fix the customer' and 'fix the problem'.
- (e) For satisfaction guarantees, any aspect of the service, whether related to the outcome or the delivery process, should be to the customer's liking—there are no limits or conditions.

State True/False :

- (f) Zaltman Metaphor Elicitation Technique is a part of quantitative research.

- (g) Requirements research involves identifying the benefits and attributes that customers expect in a service.
 - (h) Over the time, a customer relationship can evolve from being a complete stranger to partner.
 - (i) A company should target its services to all customers.
 - (j) Encouraging and tracking complaints is one of the strategies used in fixing the problem.
2. Explain any ***five*** of the following in about **100** words each : 5×2=10
- (a) Customer Panels
 - (b) Trailer Calls
 - (c) Confidence benefits of relationship marketing
 - (d) Platinum-tier of the customer pyramid
 - (e) Outcome fairness
 - (f) Big Data

- (g) Service attributes
- (h) Which types of customers are referred to as the Irate customers ?

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

- (a) What are the most common research objectives in services ?
- (b) Market-oriented Ethnography.
- (c) What are the different goals of relationship marketing ?
- (d) How can a service provider fix the problem by encouraging and tracking complaints ?
- (e) Briefly explain the meaning of “research on intermediate customers”.
- (f) What are the characteristics of effective service guarantees ? Explain.

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

Each question carries 10 marks : $1 \times 10 = 10$

- (a) What are the various reasons for service switching ? Discuss with a suitable example.

Or

- (b) What do you mean by relationship marketing ? Discuss the benefits of relationship marketing to consumers with a suitable example.

× × × × ×