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**BSM-013**

**B. B. A. (SERVICES MANAGEMENT)  
(BBASM)**

**Term-End Examination**

**June, 2025**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** Answer all the questions.

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1. (a) Fill in the blanks : 5×1=5
- (i) Service quality can be defined as the degree of ..... between customer expectations and perceptions of the service.
- (ii) The process of identifying and designing services to meet customer needs is called .....

(iii) ..... refers to the degree to which service employees are trained to manage customer relationships.

(iv) The concept of ..... helps identify points where a service is delivered or received.

(v) ..... is the physical evidence that accompanies a service such as brochures websites or facilities.

(b) State whether the following statements are True or false : 5×1=5

(i) The intangibility of service makes them easy to evaluate before purchase.

(ii) Service delivery is entirely dependent on technology and not on human resource.

- (iii) Service recovery is a critical element when a service fails to meet customer expectations.
- (iv) Managing services performance involves only monitoring customer feedback.
- (v) Good service is only given to external customers.

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

- (a) What is the significance of service blue printing in service delivery ?
- (b) How does the tangibility of service differ from that of physical product ?
- (c) Define service encounter.
- (d) What are the key differences between product-oriented business and service-oriented business ?
- (e) Explain the role of employee behaviour in delivering high quality service.

- (f) What is relationship between customer satisfaction and service quality ?
  - (g) Discuss the importance of feedback in service performance improvement.
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks : 4×5=20
- (a) Explain the role of technology in improving the efficiency of service delivery.
  - (b) Discuss the impact of cultural differences on the delivery and performance of services in the global economy.
  - (c) What is service recovery ? Describe the steps involved.
  - (d) How does service failure affect customer loyalty ?
  - (e) Discuss the challenges and strategies involved in maintaining consistent service quality.

- (f) Explain the concept of moments of truth in service delivery and its impact on customer perceptions.
4. Answer any *one* question in **500** words :

1×10=10

- (a) Analyse the role of employees in the service delivery process. How do employee satisfaction and motivation affect the overall service performance ?
- (b) Discuss the steps involved in the service design process. How can business ensure that service design meets the customer expectations and are efficient in delivery ?

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