

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - OCT 2023**

**Semester :** Semester V - 2023

**Course Code :** BBA2009

**Course Name :** Sem V - BBA2009 - Service Management

**Program :** BAV/BBB/BBD/BBE/BBF

**Date :** 30-OCT-2023

**Time :** 11:30AM - 1:00PM

**Max Marks :** 50

**Weightage :** 25%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. List down the characteristics of services. (CO1) [Knowledge]
2. Outline the factors responsible for growth of services sector in India. (CO1) [Knowledge]
3. List down the possible levels of customer expectations. (CO2) [Knowledge]
4. Define Customer expectations. (CO2) [Knowledge]
5. Define customer perception. (CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Differentiate between goods and services and discuss the resulting implications. (CO1) [Comprehension]
7. Identify the factors that influence the customer satisfaction and loyalty. (CO2) [Comprehension]

**PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

8. A family arrived at a seaside resort with high expectations based on online marketing and reviews. However, their room was smaller and had no expected view, and the dining experience fell short. This led to a conflict between the family and resort management as they tried to resolve the gap between expectations and reality.

Interpret the issues involved in customers' service expectations.

(CO2) [Application]