

00382

BBA IN RETAILING
Term-End Examination
June, 2016

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What do you mean by customer value management ? Explain briefly the factors influencing customer value generation. 4, 6
2. Define customer value expectation. What are the factors that influence changes in customer expectations ? Explain with suitable examples. 4, 6
3. Explain the meaning of customer interaction management and state its advantages. 5, 5
4. What is customer value communication ? State the importance of customer value communication. 4, 6
5. Describe the GAPs model of service quality. 10

6. Explain the concept of customer retention and state the key points for retaining customers. 10
 7. Define service recovery. What are the internal and external complaint responses ? 3, 7
 8. Discuss in detail the advantages of internet retailing. 10
 9. Write short notes on **any two** of the following : 5, 5
 - (a) Customer Relationship Management
 - (b) Integrated Marketing Communication
 - (c) Holistic Value Perception
 - (d) Customer Retention Strategies
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