

BBA IN RETAILING

Term-End Examination

December, 2013

00065

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. All questions carry equal marks.

1. What is customer value ? Explain the three 'Rs' 3, 7
of customer value management cycle.
2. Define customer value expectations. What are the 3, 7
different ways to develop right value
expectations?
3. Explain the benefits of customer knowledge 5, 5
management. what are the different channels by
which a business can interact with its customer
for their feedback ?
4. What do you mean by positioning retail services ? 2, 8
State the various categories in respect of which
retailer may position himself.

5. What do you understand by Service Quality ? 2, 8
Explain the reasons for different approaches to service quality.
 6. "Customers are of different nature and expectations." Comment. 10
 7. Explain the various strategies of service recovery. 10
 8. Explain the various technologies used by retailers in creating customer value. 10
 9. Write short notes on **any two** of the following : 5, 5
 - (a) Customer value hierarchy model
 - (b) Customer experience management
 - (c) Customer Loyalty
 - (d) Emergence of Rural customer
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