BBA IN RETAILING

Term-End Examination

December, 2014

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours   *Maximum Marks : 50*

Note : *Attempt **any five** questions. All questions carry **equal** marks.*

1. What is customer value management ? Explain **2, 8** the process of customer value management.

2. Describe the factors that cause changes in **5, 5** customers' expectations and explain the various ways to develop right value expectation.

3. What do you mean by 'Customer perception' ? **2, 8** Differentiate between customer perception and customer expectation.

4. Why is customer knowledge management **5, 5** considered important for the retail business ? Explain the role of feedback process in customer value generation process.

5. Explain different levels of integration of **5, 5** marketing communication. What are the benefits of integrated marketing communication ?

6. Briefly explain the gaps model and explain the **10** significance of five gaps that the model identifies.

7. Define service recovery. Why is employee training **2, 8** considered important for service recovery ? Explain.

8. What is Internet retailing ? What are the **2, 8** advantages of purchasing on the internet ?

9. Write short notes on **any two** of the following : **5, 5**
   (a) Cross cultural impact on CVM
   (b) Customer retention
   (c) Loyalty grid
   (d) Social networking

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