

BBA IN RETAILING

Term-End Examination

December, 2015

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. What do you mean by Customer Value Management (CVM) ? Explain the process of developing and implementing effective CVM strategies. **2, 8**
2. Differentiate between 'customer expectation' and 'customer perception'. Discuss the role of beliefs and attitudes towards value in customer value management. **5, 5**
3. Explain the meaning and benefits of customer interaction management. **2, 8**
4. Describe the different steps required to design an effective promotional programme. **10**
5. What is integrated marketing communication ? Explain the benefits and barriers to integrated marketing communication. **2, 8**

6. Describe Gaps model and its five dimensions. Also identify the strategies to reduce the gaps. 5, 5
 7. Explain the economics of customer value by taking a hypothetical situation. 10
 8. Explain the concept of service recovery with the help of an example. Discuss the steps involved in service recovery. 4, 6
 9. Write short notes on **any two** of the following : 5, 5
 - (a) Customer interaction management
 - (b) Positioning retail services
 - (c) RFID
 - (d) SERVQUAL
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