

BBA IN RETAILING
Term-End Examination
December, 2016

00855

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. Define customer value. Explain the benefits of customer value management to a retailer. 2,8
2. Explain the various types of customer knowledge and its importance. 5, 5
3. State the need and importance of customer value communication. 10
4. What is integrated marketing communication ? What are its benefits ? 5, 5
5. Explain the SERVQUAL model of service quality. 10
6. Discuss the different customer retention strategies. 10
7. Explain the concept of service recovery and various recovery strategies. 4, 6

8. Explain the various types of technologies used by retailers to create customer delivery value. 10
9. Write short notes on **any two** of the following : 5+5
- (a) Customer Value Perception
 - (b) Customer Loyalty Grid
 - (c) Determinants of Customer Value
 - (d) Positioning of Retail Services
-