01499

BBA IN RETAILING

Term-End Examination

December, 2017

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours   *Maximum Marks : 50*

Note : Answer any five questions.

1. (a) Explain the three 'Rs' of customer value   5, 5
        management cycle.
    (b) State the benefits of customer value
        management.

2. (a) Differentiate between customer expectations   5, 5
        and customer perception.
    (b) Explain the concept of holistic value
        perception.

3. How does a retailer position his stores ? Explain   10
    with suitable examples.

4. What is data mining ? How can it help a   4, 6
    retailer ?

5. What do you understand by service quality ?   3, 7
    What are the factors that influence service
    quality ? Explain.

6. Explain the concept of service recovery and the various service recovery strategies. **3, 7**

7. Discuss the advantage of internet retailing. **10**

8. What is Bar code system ? Explain its advantages and disadvantages. **4,3,3**

9. Write short notes on **any two** of the following : **5, 5**
   (a) Customer interaction management
   (b) Customer Loyalty
   (c) Tools for customer value communication
   (d) Cross cultural impact on CVM

———