

BBA IN RETAILING
Term-End Examination
December, 2018

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. As a store manager, explain Customer Experience Management and Customer Loyalty in Retail. 10
2. Define customer value expectation. How does a retailer create right value expectation in the minds of its customers ? 3, 7
3. What is Holistic Value Perception ? As a store manager discuss the ways of creating Holistic Value Perception. 3, 7
4. Explain the role of appropriate customer feedback process in customer generation in Retail. 10
5. Explain the various ways of Positioning Retail Services. 10
6. Explain the SERVQUAL model of measuring service quality. 10

7. What do you mean by Customer Loyalty ? 3, 7
Explain Customer Loyalty Grid with examples.
 8. What are the areas of service failures in Retailing ? Explain in brief strategies of Service Recovery. 5, 5
 9. Write short notes on any two of the following : 5, 5
 - (a) RFID used by retailers
 - (b) Cross Cultural Impact on CVM
 - (c) Physiological Factors of Customer Value
 - (d) Data Mining for Target Marketing
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