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BRL-013

B. B. A. IN RETAILING (BBARL)

Term-End Examination

December, 2022

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

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

1. Discuss the importance of the Customer Value Management (CVM) in retail with suitable examples. 10
2. Describe briefly the determinants of customer value expectations. 10
3. What do you mean by customer value generation ? Explain three trigger points in the customer value generation process. 5+5
4. (a) Explain customer relationship management and its benefits to the retail customers. 5

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- (b) Discuss the methods used by retailers to communicate value to their customers. 5
5. Explain Gronroos model of service quality. 10
6. What is customer retention ? Discuss with example. Explain the economics of customer value. 3+7
7. Why is service recovery important in a retail organisation ? Elaborate. Describe various stages in service recovery process. 4+6
8. Elaborate the potential areas of service failure in retailing. 10
9. Write short notes on any *two* of the following :
- 5+5
- (a) RFID
- (b) POS
- (c) Classification of customers
- (d) Positioning of retail services

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