

BBA IN RETAILING

Term-End Examination

June, 2013

00604

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. Explain the significance of customer value management. State its benefits to retailers. 5, 5
2. Describe the various factors that determine customer value expectations. 10
3. What is holistic value perception ? Explain it with the help of an example and state how this can be used by retailers to generate new customers ? 5, 5
4. What is customer interaction management ? Describe the channels by which a company can interact with its customers for getting their feedback. 3, 7
5. What is customer value communication ? Explain the various methods used by retailers to communicate value with their customers. 3, 7
6. Explain briefly the different measures of assessing service quality in retailing. 10

7. Explain the concept of customer loyalty. What are the various ways by which a retailer can retain their valuable customers ? 4, 6
8. What is service recovery ? Explain the stages in service recovery process. 3, 7
9. Write short notes on **any two** of the following : 5+5
- (a) Customer Retention
 - (b) Data Mining
 - (c) Gap Model of service quality
 - (d) Internet Retailing
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