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BBA IN RETAILING
Term-End Examination
June, 2017

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. What do you understand by Customer Value Management ? How can it be institutionalised in a business firm ? 5, 5
2. Explain the concept of customer value expectations. Explain the process of development of right customer value expectations. 4, 6
3. What is customer value perception ? Describe how the customer value hierarchy model developed by Gordial and Woodruff. 2,8
4. "To manage customer interaction is important for business to stay in the market." Explain and state its benefits. 3,7
5. Describe the process of designing promotional programme. 10

6. Describe briefly the gaps model of service quality management and the four gaps that the model signifies. 5, 5
 7. Discuss the various strategies used by businessmen to retain customer. 10
 8. What do you mean by 'service recovery'? Discuss the importance of employees training for affecting service recovery. 4, 6
 9. Write short notes on **any two** of the following : 5, 5
 - (a) Internet Retailing
 - (b) Data Mining
 - (c) Types of customer knowledge
 - (d) Positioning retail services
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