

**BBA IN RETAILING**  
**Term-End Examination**  
**June, 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. Explain the concept of customer value management. "Choosing right customer is the first step to customer value management." Comment. 4, 6
2. Briefly explain the stages of customer perceptual process in retail. 10
3. (a) Differentiate between customer expectation and customer perception. 5  
(b) Explain the factors responsible for the development of customer expectations. 5
4. What is customer interaction management ? Explain the benefits of managing customer interaction by the retailer. 4, 6
5. Explain the tools used by retailers for Customer Value Communication. 10

6. What do you understand by service quality ? 3, 7  
Explain the Gronroos service quality model.
  7. Discuss the various Customer Retention Strategies 10  
adopted by Retailers.
  8. Explain the concept of service recovery with an 4, 6  
example. Discuss the stages in service recovery  
process.
  9. Write short notes on **any two** of the following : 2x5=10
    - (a) Gaps model of service quality.
    - (b) Social networking in Retail Communication.
    - (c) Customer value hierarchy model.
    - (d) Challenges to retailing in India.
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