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**BRL-013**

**B. B. A. IN RETAILING  
(BBRL)**

**Term-End Examination**

**June, 2020**

**BRL-013 : CUSTOMER VALUE MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. Why is customer value management required in retailing ? ? Discuss the factors influencing customer value generation briefly. 3+7
2. Success in retailing depends upon "wow effect". To create wow effect what would you do as a retailer ? Discuss with examples. 10
3. Discuss in detail various stages of perceptual process of retail customers. 10
4. (a) Narrate the importance of customer value communication. 5

**P. T. O.**

- (b) What are the steps involved in designing an effective promotion programme ?  
Discuss briefly. 5
5. Describe the factors that influence service quality in a retail organisation. 10
6. Explain Brian Ward's 'Customer Loyalty Grid' with suitable example. 10
7. Discuss briefly the various stages involved in service recovery process. 10
8. How would you position your store as a retailer ? Describe with examples. 10
9. Write short notes on any *two* of the following :  
5 each
- (a) EDI
  - (b) POS
  - (c) Bar Coding System
  - (d) RFID