

BBA IN RETAILING

Term-End Examination

June, 2015

00940

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. Explain the concept of customer value. Discuss the factors which influence customer value generation. **2, 8**
2. Define customer value expectation with suitable example. Explain the process of development of customer value expectation. **3, 7**
3. What do you mean by customer knowledge ? Describe the different types of customer knowledge with examples. **3, 7**
4. Why is there need for customer value communication ? Explain the different methods used by retailers to communicate value. **4, 6**
5. Describe the role of social networking in communication. **10**

6. What do you understand by service quality ? 2, 8
What are the external and internal factors influencing service quality ? Answer with suitable examples.
 7. Explain the concept of 'customer loyalty grid' 10
with the help of Brian Ward model.
 8. What are the potential areas of service failure in retail ? How do they affect customer loyalty ? 5, 5
 9. Write short notes on **any two** of the following : 5, 5
 - (a) Point of sale software
 - (b) Cross cultural impact on CVM
 - (c) Data mining for target marketing
 - (d) Holistic value perception
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