

BBA IN RETAILING

Term-End Examination

December, 2012

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

*Note : Answer **any five** questions.*

1. Define 'customer value'. Explain the three 'Rs' of customer value management process. 2,8
2. Explain the concept of customer value expectation with suitable example. How does a retailer create the right value expectations in the minds of its customers ? 5,5
3. What is the meaning of customer interaction management ? What are its advantages to the business ? 3,7
4. State the need of customer value communication and the different methods used by retailers to communicate with their customers. 4,6

5. Explain the concept of customer retention. What are the key points for customer retention with the business ? 3,7
 6. Discuss the various service recovery strategies. 10
 7. What are the factors responsible for retail boom in India ? 10
 8. Explain the factors that determine customer value expectations. 10
 9. Write short notes on *any two* of the following : 5,5
 - (a) Customer perception
 - (b) Data Mining
 - (c) Internet retailing
 - (d) Digital signage
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