BRL-013

BBA IN RETAILING

Term-End Examination

December, 2021

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 challenges faced by retail industry in India.   *10*

2. What is RFID ? How is it different from Bar Code ? Discuss its applications in retail business.   *10*

3. Describe various strategies of service recovery used in retail organisations.   *10*

4. (a)   What are customer loyalty programmes ? Discuss their importance in retail business.

    (b)   Explain customer acquisition cost and customer retention cost with examples.   *5+5=10*

5. Explain briefly Gap Model of service quality.   *10*

6. Explain the importance of customer value communication in retail organisations. Cite suitable example to support your answer.   *10*

7. Discuss the "Customer Value Hierarchy Model" developed by Gardial and Woodruff.   *10*

8. Write short notes on any ***two*** of the following :   *5+5=10*

   (a) Customer Value Perception

   (b) Determinants of Customer Value

   (c) Importance of Rural Customers in Retail Industry

   (d) Factors Influencing Customer Value Generation

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