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BRL-13

B. B. A. IN RETAILING

(BBARL)

Term-End Examination

December, 2023

BRL-13 : CUSTOMER VALUE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : Answer any *five* questions.

1. What do you mean by customer value management ? Discuss its benefits to retailers and customers. 2, 8

2. What are social environmental factors ? How do these factors determine customer value ? 2, 8

3. (a) Difference between customer perception and customer expectations. 2

(b) Describe customer value hierarchy model with examples. 8

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4. Explain customer interaction management. What are the benefits of customer interaction management to the retailers ? 4, 6
5. Discuss the process of designing promotional programme with examples. 10
6. Describe briefly the gaps mode and explain the significance of the *five* gaps that model identifies. 10
7. Define service recovery. Explain the strategies of service recovery. 2, 8
8. Write short notes on any **two** of the following : 5+5
 - (a) RFID
 - (b) Customer Loyalty Grid
 - (c) Data Mining
 - (d) Holistic value perception