

BBA IN RETAILING

Term-End Examination

June, 2012

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : *Answer any five questions.*

1. Explain the concept of customer value Management. What are its benefits to business and customers ? 3,7

2. Differentiate between customer expectations and customer perception. Briefly explain the stages of perceptual process. 4,6

3. What is meant by customer knowledge ? Why is customer knowledge important for the business ? 3,7

4. Define the term 'service quality'. Explain the factors which influence service quality. 2,8

5. What are the steps taken by a retailer to design an effective promotional programme to communicate with customers ? 10

6. Explain briefly the gaps model of service quality and the reasons for different gaps that the model identifies. 5,5
 7. Discuss the various strategies used for customer relation. 10
 8. Explain the concept of service recovery with suitable examples and state as to why it considered important ? 4,6
 9. Write short notes on *any two* of the following : 5,5
 - (a) Customer loyalty
 - (b) Social networking
 - (c) Customer Relationship Management
 - (d) Holistic value perception
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