

**BBA IN RETAILING**

**Term-End Examination**

**June, 2014**

**BRL-013 : CUSTOMER VALUE MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Attempt any five questions. All questions carry equal marks.*

1. Define 'Customer Value' and explain the process of determining customer value. How does customer value analysis help the business ? 2, 4, 4
2. What is customer value expectation ? Explain the various expectations a customer has from the business / product. 2, 8
3. Explain the concept of holistic value perception. Discuss the role of beliefs and attitudes towards customer value management. 6, 4
4. Explain the importance of customer knowledge and its different types. 4, 6
5. Discuss the factors that influence customer value generation. 10
6. What do you mean by 'positioning retail services' ? How does a retailer position himself on various categories ? 3, 7

7. What do you understand by service quality ? 3, 7  
Discuss the four service provider gaps of customer perceived service quality.
8. What is Point of Sale (POS) software ? Explain its 3, 7  
various features.
9. Write short notes on **any two** of the following : 5+5
- (a) Emergence of rural customer
  - (b) Customer loyalty
  - (c) Strategies of service recovery
  - (d) Challenges of retailing in India
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