

**BACHELOR IN BUSINESS
ADMINISTRATION IN RETAILING
(BBARL)**

Term-End Examination

June, 2019

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : Answer any five questions. All questions carry equal marks.

1. What do you mean by Customer Value Management ? Discuss the process of customer value management. 3+7
2. (a) Explain the term customer value perception. 5
(b) Discuss *five* different stages in the perceptual process. 5
3. Why is it important to understand customer knowledge in retail business ? Discuss various types of customer knowledge. 3+7
4. Describe factors influencing service quality giving suitable examples. 10

5. "With the help of Brian Ward's customer loyalty grid, we can easily understand by what customer really want and what make them feel happy and loyal." Elaborate the statement. 10
6. (a) Why is service recovery so important in retail business ? Explain with example. 5
(b) Describe the potential areas of service failures in retailing. 5
7. Discuss the use of technology in creating customer delivery value. 10
8. Write short notes on any *two* of the following :
5 each
- (a) Customer Relationship Management
 - (b) Internet Retailing
 - (c) Cross cultural impact on customer value management
 - (d) Benefits of Customer Interaction Management