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**BRL-013**

**B. B. A. IN RETAILING (BBARL)**

**Term-End Examination**

**June, 2022**

**BRL-013 : CUSTOMER VALUE MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Various technologies are being used by retailers in creating and delivering value to the customers. Briefly discuss those technologies. 10
2. Describe various strategies used by retailers for service recovery with examples. 10
3. Explain customer loyalty grid with examples. 10
4. Describe GAPS model of service quality depicting the gap analysis flow chart. 10

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5. Discuss various steps to design an effective promotional programme. 10
6. What is customer interaction management ?  
What are its benefits to the retail businesses ?  
10
7. “Customer knowledge management is important in generating and delivering customer value.” Discuss. 10
8. What do you mean by holistic value perception ? Discuss various experiences of the customer while shopping. 3+7
9. Write short notes on any *two* of the following : 5+5
- (a) Customer value perception
  - (b) Determinants of customer value
  - (c) Benefits of CVM
  - (d) Social networking as a marketing tool

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