

No. of Printed Pages : 2

**BRL-13**

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

**Term-End Examination**

**June, 2023**

**BRL-13 : CUSTOMER VALUE MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** Answer any *five* questions.

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1. Discuss the various stages of perceptual process with examples. 10
2. What is the importance of customer value communication ? Discuss the different methods used by retailers to communicate to its customer. 5, 5
3. What do you understand by service quality ? Explain the different factors which influence service quality ? 2, 8
4. Describe the various approaches by which a retailer can retain their valuable customers. Give suitable examples. 10
5. (a) "Service recovery creates more loyal customers." Comment.  
(b) Discuss the potential areas of service failures in retail. 5

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[ 2 ]

6. What is RFID ? Describe the benefits of RFID technology to the retailers. How is it different from Bar Code ? 2, 4, 4
7. What do you mean by customer knowledge ? Explain the different types of customer knowledge. 3, 7
8. Write short notes on any *two* of the following : 5,5
  - (a) Customer value expectations
  - (b) Integrated marketing communication
  - (c) SERVQUAL
  - (d) Internet Retailing