

No. of Printed Pages : 2

BRL-013

B. B. A. IN RETAILING (BBARL)

Term-End Examination

June, 2024

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

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

1. What is customer value management ? What is the process of determining customer value ? Explain with suitable examples. 2+8

2. Define customer value expectations with suitable example. Explain the different ways to develop right value expectations and factors that cause changes in customer's expectations. 2+4+4

3. Explain the customer value generation process and how is customer value different for different segments ? 5+5

P. T. O.

[2]

4. What is integrated marketing communication ?
Explain the different levels and benefits of integrated marketing communication. 2+4+4
5. Explain the term 'service quality'. Describe the different reasons for different approaches to service quality. 4+6
6. Explain in detail the customer retention strategies. 10
7. Explain the concept of service recovery. What are different stages in service recovery process ?
Elaborate. 4+6
8. What is 'RFID' ? Explain the role of RFID in creating customer value. How is it different from bar code ? 2+4+4
9. Write short notes on any *two* of the following : 5+5
 - (a) Customer loyalty grid
 - (b) Customer interaction management
 - (c) GAPS model of service quality
 - (d) Holistic value perception

BRL-013