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BRL–109

B. B. A. IN RETAILING

(BBARIL)

Term-End Examination

June, 2024

BRL–109 : CUSTOMER VALUE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Explain customers buying cycle with the help of suitable examples. 20

2. What are the various types of customers' needs ? Explain. Also discuss the factors influencing customer's need. How can understanding customers' needs help the organization to serve better ? Discuss with example. 5, 10, 5

3. Explain the process of customer value communication. Why do retailers need to communicate value to their customers ? Discuss with examples. 12, 8

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4. Explain GAPS model of service quality with relevant examples. 20
5. (a) What is customer value strategy ? Discuss the factors influencing customer value strategy. 4, 6
(b) What are the steps to be followed in designing product strategy for customer value management ? Explain briefly. 10
6. What is Customer Satisfaction Index ? Explain different types of indices to measure the success of CVM. 20
7. Describe the technologies used by the retailer to manage operations, which ultimately create customer value. 20
8. Write short notes on any *two* of the following : 10 each
 - (a) Customer Loyalty Grid
 - (b) Customer Retention
 - (c) Classification of customers
 - (d) Critical success factors for CVM