

**Bachelor of Business Administration  
(BBA) in Retailing**

**ASSIGNMENTS  
2026**

**[Valid from 1st January 2026 to 31st December 2026]**

**Fourth Semester**



**School of Management Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110 068**

## **Tutor Marked Assignment (TMA)**

### **ASSIGNMENTS – 2026**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BRL-109** and **BRL-110**.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 2026.
2. Those students who are appearing in December 2026 exams. They should download the new assignment and submit the same latest by 15 October 2026.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code	:	<b>BRL-109</b>
Course Title	:	<b>CUSTOMER VALUE MANAGEMENT</b>
Assignment Code	:	<b>BRL-109/TMA/2026</b>
Coverage	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. “Choosing the right customer is the first step to Customer value management”. Comment. **(10)**
2. Examine the process of customer value creation and delivery in an organisation. How do internal processes, employee involvement, and service quality contribute to superior value delivery? Discuss with the help of a suitable organisational or service-sector example. **(10)**
3. “Customer satisfaction alone is no longer sufficient to ensure long-term business success”. Analyse the relationship between customer satisfaction, retention, and loyalty. Explain how organisations can design value-based strategies to convert satisfied customers into loyal customers. **(10)**
4. “Customer Lifetime Value (CLV) is increasingly used as a basis for managerial decision-making”. Explain the concept of CLV and discuss its importance. **(10)**
5. Explain the concept of Customer Value Communication. Examine the need and importance of communicating customer value in a competitive market place. **(10)**
6. Write short notes on the following. **(10)**
  - a) Customer value proposition
  - b) Switching costs in customer retention
7. Distinguish between the following pairs with suitable examples: **(10)**
  - a) Customer lifetime value and customer profitability
  - b) Customer relationship management and customer value management.

**(B) Essay Type Questions**

8. A retail bank observes that many customers are satisfied but frequently switch to competitors. Analyse the possible reasons for this behaviour from a customer value perspective and suggest suitable managerial actions to improve customer retention. **(15)**
9. Describe the role of technology and customer information systems in enhancing customer value management. Support your answer with a practical illustration from an organisation using digital tools for customer engagement. **(15)**