

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

**Term-End Examination
December, 2024**

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

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

-
1. What do you mean by customer value management ? Explain its benefits to retailers as well as customers. 2+8
 2. How do personal factors, social and cultural factors and physiological factors determine the customer value ? Elaborate. 10
 3. Discuss in detail the customer perceptual process. 10
 4. What is customer value communication ? Explain the need of customer value communication and the methods used by retailers to communicate value. 2+4+4

5. What do you understand by 'service quality' ?
What are the external and internal factors influencing service quality ? Elaborate your answer with examples. 2+8
6. Define service recovery. Explain the various strategies of service recovery. 2+8
7. What is Customer Relationship Management (CRM) ? Discuss customer relationship management process and also explain the benefits of CRM to customers. 2+4+4
8. Explain in detail the advantages of Internet retailing. 10
9. Write short notes on any *two* of the following : 10
 - (a) Challenges to retailing in India
 - (b) Areas of service failure in retailing
 - (c) Customer value generation process
 - (d) Factors influencing perception

x x x x x x x