

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

**Term-End Examination  
December, 2025**

**BRL-013 : CUSTOMER VALUE MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What is customer value management ?  
Describe the process and importance of customer value management.                      2+4+4
2. What is customer value expectation ?  
Explain the factors that cause changes in customer expectation and also explain how to develop right value expectation.                      2+4+4

3. Explain the various categories on which a retailer may position retail services with suitable examples. 10
4. Define service quality. Explain the reasons for different approaches to service quality. Discuss the external factors influencing service quality. 2+4+4
5. Explain the concept of customer loyalty. Discuss the customer loyalty grid in detail. 4+6
6. Define service recovery. Why is it important ? Explain the various service recovery strategies. 2+2+6
7. What is Radio Frequency Identification (RFID) ? What are the benefits of RFID to the retailers ? Differentiate between RFID and Bar Code. 2+3+5

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8. What do you understand by service quality ?

Discuss the factors influencing service quality. 3+7

9. Write short notes on any *two* of the following :

5+5

(a) Gaps model

(b) Challenges to Retailing in India

(c) Customer retention

(d) Customer value generation

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