

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

**Term-End Examination
June, 2025**

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : Answer any *five* questions.

1. Explain the concept of customer value management. How can it be institutionalized in a business firm ? 4+6
2. (a) Differentiate between customer expectations and perception. 5
(b) Explain holistic value perception with suitable examples. 5
3. Explain the importance and different categories of customer knowledge. 10
4. What do you mean by customer value communication ? What is the need to communicate value ? Explain the different

steps to achieve customer retention and value creation through value communication. 2+3+ 5

5. Briefly explain the Gaps Model of service quality and also explain the significance of different gaps that model identifies. 5+ 5
6. Explain the concept of service recovery with example. Describe the stages in service recovery process. 4+6
7. Discuss the various technologies used by retailers in creating customer value. 10
8. What is culture ? How does it affect customer behavior ? Explain the cross cultural impact on customer value management. 2+3+5
9. Write short notes on any **two** of the following : 5+5
 - (a) Customer value hierarchy model
 - (b) Customer interaction management
 - (c) Positioning retail services
 - (d) Customer retention strategies

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