

B. B. A. IN RETAILING (BBARL)

Term-End Examination

June, 2026

BRL-013 : CUSTOMER VALUE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. What is customer value management ?
What is its importance ? Why is it required
in retail ? 2+4+4
2. Discuss in detail the internal as well as
external factors influencing customer value
generation with examples. 10
3. What is customer value perception ? Explain
the stages of perceptual process with
relevant examples. 2+8

4. What do you mean by customer knowledge ?
Discuss its importance in retail business.
How can customer knowledge be used to
understand customer value ? 2+5+3
5. Why do retailers need to communicate value
to his customers ? Explain the methods used
by retailers to communicate value with
example. 5+5
6. Discuss the Gronroos model of service
quality. 10
7. Discuss the concept of customer retention
with example. Explain the important points
for customer retention. 4+6
8. Why is employees training important for
service recovery ? Discuss. 10
9. Write short notes on any *two* of the
following : 10
- (a) Holistic value perception
 - (b) Bar code system
 - (c) SERVQUAL
 - (d) Data mining for target marketing

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