TUTOR MARKED ASSIGNMENT (TMA)

COURSE CODE	**:**	**BRL-013**
COURSE TITLE	**:**	**CUSTOMER VALUE MANAGEMENT**
ASSIGNMENT CODE	**:**	**BRL-013/TMA/2026-2027**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

Q.1 What are the challenges faced by retailers in different regions of India? Explain with the help of examples. **(10)**

Q.2 What is culture? How does it affect customer behavior? Explain the cross-cultural impact on customer value management. **(10)**

Q.3 What is RFID? Explain the role of RFID in creating customer value? How is it different from bar code? **(10)**

Q.4 Explain the concept of service recovery with example. Describe the stages in service recovery process. **(10)**

Q.5 Briefly describe the gaps model and explain the significance of the five gaps that the model identifies. **(10)**

Q.6 What tools does a retailer utilise to communicate with his customers? Which according to you is the most effective and why? **(10)**

Q.7 Why is retaining an existing customer considered more cost-effective than attracting a new one? Explain with the help of examples. **(10)**

(B) Essay Type Questions

Q.8 Does the concept of holistic shopping experience really apply in practical retail industry? Cite an example of how this concept can be used by retailers to generate new customers. **(15)**

Q.9 Customer satisfaction alone is not sufficient for long-term business success. Discuss why delighted customers are more valuable to businesses than merely satisfied customers. Also comment on how negatively satisfied (dissatisfied) customers can be harmful to a retail outlet. **(15)**

Q.1 What are the challenges faced by retailers in different regions of India? Explain with the help of examples. (10)

Answer

Retailing in India is shaped by sharp differences in income, language, climate, transport networks, settlement patterns and shopping traditions. Consequently, a practice that works in a metropolitan shopping mall may not work in a hill town, a coastal village or a fast-growing tier-three city. A retailer must understand these regional conditions rather than apply one national operating formula.

Differences in purchasing power and demand

Customers in large cities may look for international brands, ready-to-eat foods and doorstep delivery, while many buyers in smaller towns put greater weight on price, durability and personal relationships with shopkeepers. Income differences exist even within the same city. For example, an apparel chain could offer premium fashion in an affluent urban market and a narrower range of affordable, durable garments in a nearby district market. Stocking identical quantities everywhere would increase unsold inventory.

Cultural, linguistic and food preferences

India has many regional languages, festivals, cuisines and dress practices. Products, promotions and service styles must reflect them. Grocery retailers need to adapt rice varieties, spices and local snacks to regional eating habits; a store in Punjab might allocate space differently from one in Tamil Nadu or Assam. Promotional signs in a familiar language improve comprehension and trust. Festival demand also differs: Onam, Pongal, Durga Puja and local harvest festivals create distinct selling periods and product preferences. A national promotion calendar alone may overlook these opportunities.

Infrastructure and logistics

Remote and mountainous areas face long replenishment times, difficult terrain and transport interruptions. Monsoon flooding in some regions and landslides in others can delay shipments and spoil perishable goods. Cold-chain limitations are especially costly for dairy, meat and fresh produce. For instance, a supermarket serving a hill district may need additional safety stock before heavy rains, local suppliers and more frequent temperature monitoring than a store next to a major distribution centre. However, too much safety stock raises holding costs; the retailer must balance availability against waste.