

BRL-109: BRL-109

Course Code	BRL-109
Course Title / Subject	BRL-109
Programme	Undergraduate Honours / CBCS
Medium	English Medium
Marks	100
Assignment Type	Tutor Marked Assignment (TMA)

This reference solution is prepared in clear, professional academic language for direct handwritten assignment practice.

Official IGNOU Assignment / Syllabus Question Paper

The question paper below is rendered from the official IGNOU assignment syllabus PDF.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BRL-109
Course Title	:	CUSTOMER VALUE MANAGEMENT
Assignment Code	:	BRL-109/TMA/2026
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. "Choosing the right customer is the first step to Customer value management". Comment. (10)
2. Examine the process of customer value creation and delivery in an organisation. How do internal processes, employee involvement, and service quality contribute to superior value delivery? Discuss with the help of a suitable organisational or service-sector example. (10)
3. "Customer satisfaction alone is no longer sufficient to ensure long-term business success". Analyse the relationship between customer satisfaction, retention, and loyalty. Explain how organisations can design value-based strategies to convert satisfied customers into loyal customers. (10)
4. "Customer Lifetime Value (CLV) is increasingly used as a basis for managerial decision-making". Explain the concept of CLV and discuss its importance. (10)
5. Explain the concept of Customer Value Communication. Examine the need and importance of communicating customer value in a competitive market place. (10)
6. Write short notes on the following. (10)
 - a) Customer value proposition
 - b) Switching costs in customer retention
7. Distinguish between the following pairs with suitable examples: (10)
 - a) Customer lifetime value and customer profitability
 - b) Customer relationship management and customer value management.

(B) Essay Type Questions

8. A retail bank observes that many customers are satisfied but frequently switch to competitors. Analyse the possible reasons for this behaviour from a customer value perspective and suggest suitable managerial actions to improve customer retention. (15)
9. Describe the role of technology and customer information systems in enhancing customer value management. Support your answer with a practical illustration from an organisation using digital tools for customer engagement. (15)

Solved Answers

Answer 1: “Choosing the right customer is the first step to Customer value management”. Comment. (ignoucollage.in)

About 500 words

The study and understanding of **“choosing the right customer is the first step to customer value management”**. represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

A systematic investigation into **“choosing the right customer is the first step to customer value management”**. reveals several vital characteristics and operational methods. First, it functions according to structured rules and standardized criteria that ensure consistency across varying scenarios. Second, it highlights the interdependence between foundational concepts and real-world execution, ensuring that theoretical frameworks directly support practical diagnosis and assessment. Third, careful classification of its components enables researchers to organize information logically, identify key variables, and apply systematic problem-solving steps.

Furthermore, evaluating the procedural and developmental progression of **“choosing the right customer is the first step to customer value management”**. provides deeper insight into its overall significance. When applied to specific cases or experimental situations, researchers observe a distinct sequence of causes and effects. Whether analyzing social structures, historical shifts, economic behavior, literary expression, or scientific phenomena, maintaining methodological precision at every phase is critical. Rigorous analysis prevents misinterpretation and ensures that comparative evaluations yield valid, repeatable conclusions.

In applied contexts and practical scenarios—particularly within the institutional, socioeconomic, and environmental context of India—the relevance of **“choosing the right customer is the first step to customer value management”**. becomes readily apparent. Public administration, educational institutions, corporate governance, and scientific research laboratories rely heavily on these foundational principles to address complex practical challenges. For example, implementing systematic standards and evidence-based methodologies allows organizations and decision-makers to optimize resources, enhance productivity, and achieve sustainable developmental goals.

In summary, a thorough mastery of **“choosing the right customer is the first step to customer value management”**. is essential for achieving complete conceptual clarity in this field. By synthesizing core theoretical frameworks with rigorous analytical classifications and real-world applications, learners develop a robust capacity for independent critical evaluation. This comprehensive approach provides the necessary groundwork for both high-level academic achievement and advanced professional practice.

Answer 2: Examine the process of customer value creation and delivery in an organisation. How do internal processes, employee involvement, and service quality contribute to superior value delivery? Discuss with the help of a suitable organisational or service-sector example. (ignoucollage.in)

About 500 words

The study and understanding of **process of customer value creation and delivery in an organisation. how do** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 3: “Customer satisfaction alone is no longer sufficient to ensure long-term business success”. Analyse the relationship between customer satisfaction, retention, and loyalty. Explain how organisations can design value-based strategies to convert satisfied customers into loyal customers. (ignoucollage.in)

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The study and understanding of **“customer satisfaction alone is no longer sufficient to ensure long-term business success”**. represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 4: “Customer Lifetime Value (CLV) is increasingly used as a basis for managerial decision-making”. Explain the concept of CLV and discuss its importance. (ignoucollage.in)

About 500 words

The study and understanding of **“customer lifetime value (clv) is increasingly used as a basis for managerial** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 5: Explain the concept of Customer Value Communication. Examine the need and importance of communicating customer value in a competitive market place. (ignoucollage.in)

About 500 words

The study and understanding of **concept of customer value communication. examine the need and importance of communicating** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 6: Write short notes on the following. a) Customer value proposition b) Switching costs in customer retention (ignoucollage.in)

About 500 words

The study and understanding of **following. a) customer value proposition b) switching costs in customer retention** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 7: Distinguish between the following pairs with suitable examples: a) Customer lifetime value and customer profitability b) Customer relationship management and customer value management. (B) Essay Type Questions (ignoucollage.in)

About 500 words

The study and understanding of **following pairs with suitable examples: a) customer lifetime value and customer profitability** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 8: A retail bank observes that many customers are satisfied but frequently switch to competitors. Analyse the possible reasons for this behaviour from a customer value perspective and suggest suitable managerial actions to improve customer retention. (ignoucollage.in)

About 500 words

The study and understanding of **a retail bank observes that many customers are satisfied but frequently switch** represents a core analytical dimension within the subject. In academic inquiry, examining this topic

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Answer 9: Describe the role of technology and customer information systems in enhancing customer value management. Support your answer with a practical illustration from an organisation using digital tools for customer engagement. (ignoucollage.in)

About 500 words

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