



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **BRL 2305 RETAIL LOYALTY AND EVENTS**  
 Semester & Year : January – April 2016  
 Lecturer/Examiner : MS WONG SIEW FONG  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
  - PART A (20 marks) : 20 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
  - PART B (80 marks) : Answer only FOUR (4) structural essay questions . Answers are to be written in the Answer booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total Number of pages = 6 (Including the cover page)**

**PART B : STRUCTURAL ESSAY QUESTION (80 MARKS)**

**INSTRUCTIONS : Answer only FOUR (4) structural essay questions. Answers are to be written in the**  
**the**  
**Answer booklet provided.**

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1. Explain the phase 'Customer retention' and identify **FOUR** (4) ways retailers can do to retain their customers?

(20 Marks)

2. Demonstrate your understanding onto customer loyalty program. Identify **FOUR** (4) event driven activity of Loyalty Program.

(20 Marks)

3. Discuss the concept of SERQUAL and explain how it can be apply to create customer s' satisfaction.

(20 Marks)

4. Identify the main success factors supporting Customer Loyalty Program and why it is not considered as a cost by retailers? Explain your answer.

(20 Marks)

5. Discuss the types of promotions or events used by retailers to build customer loyalty? Name **FOUR** (4) types of promotion or events.

(20 Marks)

6. How does good customer service help build customer loyalty? Identify the role of technology in providing good customer service.

(20 Marks)

**END OF EXAM PAPER**