



**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **BRL2305 RETAIL LOYALTY AND EVENTS**  
 Trimester & Year : January - April 2018  
 Lecturer/Examiner : Chang Sheau Huey  
 Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
**PART A (20 marks) : Answer all TWO (2) short answer questions. Answers are to be written in the Answer Booklet provided.**  
**PART B (80 marks) : Answer all FOUR (4) essay questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. 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.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College 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.

**Total Number of pages = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

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1. a) List and briefly explain **FOUR (4)** key elements of having customer loyalty in a retail outlet. [8 marks]

b) Explain the term “suspects” and “prospects”. [2 marks]

**[Total: 10 marks]**

2. a) List and briefly describe the **FOUR (4)** main core concepts of yield management that should be considered by retailer. [8 marks]

b) Define ‘yield management’. Provide an example to support your answer. [2 marks]

**[Total: 10 marks]**

**END OF PART A**

**PART B : ESSAY QUESTIONS (80 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

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1. Justify **FIVE (5)** dimensions of service quality that should be sustained in a retail outlet. Provide an example for each dimension to support your answer.

**[Total: 20 marks]**

2. Discuss **FOUR (4)** ways to retain customers as loyalty customers.

**[Total: 20 marks]**

3. Compare and contrast the difference between the main **FIVE (5)** goals and secondary **EIGHT (8)** goals of the loyalty programme. Provide examples to support your answers.

**[Total: 20 marks]**

4. Analyse the pros and cons of having e-loyalty customers on the internet and loyalty customers in a physical store.

**[Total: 20 marks]**

**END OF EXAM PAPER**