

**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : \_\_\_\_\_  
\_\_\_\_\_

Course Code & Name : **RTL2133 RETAIL LOYALTY AND EVENTS**  
Trimester & Year : September - December 2018  
Lecturer/Examiner : Wong Siew Fong  
Duration : 3 Hours

---

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (20 marks) : Answer all FOUR (4) short essay 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 ESSAY QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Questions 1 to 4 are short essay questions. Answer ALL questions on the answer sheet provided.

---

Q1. Describe briefly the customer relationship management process. [5 marks]

Q2. Outline how customer shopping data are collected and used to identify target customers? [5 marks]

Q3. What is a customer loyalty program of a company? Explain briefly. [5 marks]

Q4. Describe one Loyalty program that you have participated in and explain the benefits provided. [5 marks]

**[20 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.

---

- Q1. Understanding the customers shopping behaviour is important in building customers loyalty.
- a) Briefly describe how and why an organization uses data mining. [10 marks]
  - b) What are the **FOUR (4)** commonly used types of data analysis? [10 marks]
- Q2. CEO: How can we, as a company measure the success of our CRM program?
- a) Explain what is being implied by the CEO? [5 marks]
  - b) Describe how the company can create an effective CRM strategy? [15 marks]
- Q3. Most companies face challenges in retaining their customer base.
- a) Explain the changing trends in CRM. Provide **TWO (2)** trends. [10 marks]
  - b) Provide **FOUR (4)** methods in retaining their customer base? [10 marks]
- Q4. Company use relationship marketing to foster usage loyalty and commitment to their products.
- a) Define what is Relationship Marketing? [5 marks]
  - b) Explain **THREE (3)** ways a major hotel chain use Relationship Marketing to build customers' loyalty. [15 marks]

**END OF EXAM PAPER**