



**FACULTY OF BUSINESS
FINAL EXAMINATION**

Student ID :

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

Student ID (in words) :

Course Code & Name : **RTL2133 RETAIL LOYALTY AND EVENTS**

Semester & Year : September – December 2020

Lecturer/Examiner : Dr. Christine Chow

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (20 marks) : TWO (2) Short Answer Questions. Answer all TWO (2) questions.
PART B (80 marks) : FOUR (4) Structured Questions. Answer all FOUR (4) questions.
- Candidates are not allowed to bring any unauthorised 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.**
- Only ballpoint pens are allowed to be used in answering the questions,**

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 : TWO (2) SHORT ANSWER QUESTIONS (20 MARKS)
INSTRUCTION(S): ANSWER THE TWO (2) SHORT ANSWER QUESTIONS

QUESTION 1

Explain the purpose of loyalty programs. **(15 MARKS)**

QUESTION 2

Differentiate between a Recurring Customer and a Loyal Customer. **(5 MARKS)**

END OF PART A

PART B : FOUR(4) STRUCTURED QUESTIONS (80 MARKS)
INSTRUCTIONS : ANSWER ALL FOUR (4) QUESTIONS

QUESTION 1

For most businesses, getting new customers is not an easy task, but there are a many ways to turn them into loyal customers. Explain **FOUR (4)** ways you would build customer relationships.

(20 MARKS)

QUESTION 2

Discuss **FOUR (4)** strategies to build credibility and trust that will increase repeat sales.

(20 MARKS)

QUESTION 3

In order to reduce Customer Churn, you need to engage with your customers. Explain **FOUR (4)** methods that your company can engage with its customers.

(20 MARKS)

QUESTION 4

Discuss a plan of action to attract as well and retain customers' loyalty.

(20 MARKS)

END OF PART B