



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL2133 RETAIL LOYALTY AND EVENTS**
Semester & Year : January – April 2022
Lecturer/Examiner : Sheau Huey
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : Answer TWO (2) short-answered 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 unauthorised 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-ANSWERED QUESTIONS (20 MARKS)

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

1. a) Define “customer loyalty”. Provide an example to support your answer. [4 marks]
b) Explain **TWO (2)** importance of customer relationship management that should be practiced by retailers.

[6 marks]

[Total: 10 marks]

2. a) List **TWO (2)** objectives of yield management. [2 marks]
b) Describe **FOUR (4)** key areas for yield management. [8 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.

1. Apply examples to explain **FIVE (5)** types of key trust builder that should be understood by retailers when building a loyalty programme.

[Total: 20 marks]

2. In view of a retailer, discuss **FIVE (5)** ways to win customer back from a retail outlet. Provide examples to support your answers.

[Total: 20 marks]

3. Explain **TEN (10)** ways to develop a customer loyalty programme that offers the true value.

[Total: 20 marks]

4. Discuss **FIVE (5)** usage of loyalty programme database that is successful for retailers to engage with customers. Provide examples to support your answers.

[Total: 20 marks]

END OF EXAM PAPER