



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **RTL2133 Retail Loyalty and Events**
 Semester & Year : January –April 2020
 Lecturer/Examiner : Ms. Jean Tan Chew Chin
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:
 PART A (20 marks) : Answer FOUR (4) short answer questions. Answers are to be written in the Answer booklet provided.
 PART B (80 marks) : Answer 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 ANSWER QUESTIONS (20 MARKS)

INSTRUCTION(S) : Answer FOUR (4) short answer questions. Answers are to be written in the answer Booklet provided.

Question 1

Illustrate **FIVE (5)** ways to prevent loss of loyal customers. (5 marks)

Question 2

Define yield management. (5 marks)

Question 3

Describe **FIVE (5)** points why retail company needs to implement loyalty programme. (5 marks)

Question 4

Illustrate **FIVE (5)** points as how to turn qualified prospects to first time buyers. (5 marks)

END OF PART A

PART B : ESSAY QUESTIONS (80 MARKS)
INSTRUCTION(S) : Answer FOUR (4) essay questions. Answers are to be written in the Answer Booklet provided.

Question 1

Evaluate **FIVE (5)** methods of using the database to launch your loyalty programme to market your new product ranges. **(TOTAL: 20 marks)**

Question 2

- a) Describe **SIX (6)** factors on how you build internet traffic e-customer loyalty programme. (12 marks)
- b) Describe **TWO (2)** causes and effects of internet on e-customer loyalty programme. (8 marks)

(TOTAL: 20 marks)

Question 3

The success of your company's loyalty programmes, analyze and ask yourself these following key questions:

- a) Evaluate **FOUR (4)** ways as how you are treating your customers. (12 marks)
- b) Explain why you need to provide **FOUR (4)** training procedures to encourage your employees to embrace the loyalty programmes. (8 marks)

(TOTAL: 20 marks)

Question 4

Two retail companies are well-known brand for their products, one company is targeting upper class customers. It does not sell its products over the internet.

Another brand is an internet retailer who is selling the same products. It does not have retail stores.

- a) Describe **FIVE (5)** types of retailing differences between the companies. (15 marks)
- b) Provide **TWO (2)** reasons why retailers should be concerned about satisfying the needs of their employees. (5 marks)

(TOTAL: 20 marks)

END OF EXAM PAPER