

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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

Semester & Year : May-August 2017

Lecturer/Examiner : Jean Tan Chew Chin

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:
 PART A (20 marks) : Answer ANY FOUR (4) SHORT ANSWER QUESTIONS.
 PART B (80 marks) : Answer ANY 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 of Hospitality 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 of Hospitality.

Total Number of pages = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (20 MARKS)
INSTRUCTION(S) : ANSWER ANY FOUR (4) QUESTIONS.
WRITE YOUR ANSWERS IN THE ANSWER BOOKLET(S) PROVIDED.

Question 1

Describe **TWO (2) ways** of customer loyalty. **(5 marks)**

Question 2

Describe **TWO (2)** methods of turning repeat customers into loyal customers. **(5 marks)**

Question 3

There are **TWO (2)** methods of using database to improve service of your loyal customers.
Analyse these **TWO (2)** methods.

(5 marks)

Question 4

Illustrate **TWO (2)** ways to prevent loss of loyal customers. **(5 marks)**

Question 5

Define yield management and its **FOUR (4)** core concepts of yield management.

(5 marks)

END OF PART A

PART B : ESSAY QUESTIONS. (80 MARKS)
INSTRUCTION(S) : ANSWER ANY FOUR (4) ESSAY QUESTIONS.
WRITE YOUR ANSWERS IN THE ANSWER BOOKLETS PROVIDED.

Question 1

- a) There are **TWO (2)** levels of measuring loyalty programmes, one on company level and another on the loyalty programme level. Describe these **TWO (2)** levels. (10 marks)
 - b) Provide and explain **TWO (2)** examples of the future customer loyalty programmes. (10 marks)
- (Total 20 marks)**

Question 2

OSIM (M) Sdn. Bhd, which has had a presence at Suria KLCC since the shopping centre was established, has re-opened its premium store. The 84 square metre, showing off samples of the best that OSIM has to offer, was given a contemporary design with a vibrant lifestyle in mind.

Although the premium store front design is trendy with exquisite use of beading blinds, adding to the store's classy appearance, the business did not pick up according to the budget forecasted for the past 3 months.

The mall operating hours are from 10 am to 10 pm and operating 365 days in a year.

You are selected by the owner to analyse the current business situation and propose a loyalty programme in time for the company's 30th year anniversary celebration at the store at end of the year.

- a) Propose **TWO (2)** strategies using loyalty programme to boost the business bottom line. (10 Marks)
 - b) Identify **FOUR (4)** ways to improve the company's profit. (10 Marks)
- (Total 20 marks)**

Question 3

It is common for hypermarkets to implement loyalty programmes to rewarding their customers.

- a) Explain **TWO (2)** reasons why loyalty programmes and rewards are successful in hypermarkets. (10 marks)
 - b) Explain **TWO (2)** types of loyalty programmes provided by hypermarkets to consumers and their effects. (10 marks)
- (Total 20 marks)**

Question 4

An important yet delicate aspect of customer relations is maintaining an ongoing relationship with e-commerce consumers while consistently creating value through your interactions. When properly leveraged, loyalty rewards programmes can play a big part in fostering this sense of 'valued engagement'.

Loyalty programmes provide positive opportunities for companies to reach out to e-commerce consumers by rewarding them for an array of significant occasions and milestones.

Describe **FOUR (4)** different events to reward your loyalty customers and illustrate the effect on the customers.

(20 marks)

Question 5

Many Retailers abandon loyalty programme, but it is crucial now as business are facing multiple challenges due to the changing retail landscape. In-order for you to check the success of your company's loyalty programmes, ask yourself these following key questions:

- a) Analyze and provide **TWO (2)** ways as how you are treating your customers? (10 marks)
- b) Examine **TWO (2)** methods to encourage your employees to embrace the loyalty programmes. (10 marks)

(Total 20 marks)

END OF EXAM PAPER