



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **BMK1301 Managing Customer Loyalty and Experience**  
Semester & Year : September - December 2016  
Lecturer/Examiner : Mr. Philip Kwan  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (40 marks) : **FOUR (4) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**  
PART B (60 marks) : **THREE (3) essay questions. Answer ALL 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 = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (40 MARKS)**

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

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1. A complaints management process should enable marketer to capture customer complaints just before customers start spreading negative word-of-mouth. Explain **FOUR (4)** reasons why many customers do not complain. (10 marks)
  
2. List **FIVE (5)** attributes of effective customer experience strategies. (10 marks)
  
3. Exceeding expectations need not be costly. Identify **THREE (3)** ways that marketers can do to exceed the expectations of a customer. (10 marks)
  
4. The IDIC model suggests that marketers should build closer one-to-one relationships with customers. Briefly describe this model. (10 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (60 MARKS)**

**INSTRUCTION(S) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

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1. Identify and explain **FOUR (4)** tools and techniques could be used to influence the customer experience.  
(20 marks)
  
2. Selecting the right measures for customer experience is not easy. Discuss the **FOUR (4)** purposes or reasons to measure it for service operations.  
(20 marks)
  
3. Define 'loyalty programme'. Identify and describe **FOUR (4)** types of positive customer retention strategies for banking industry.  
(20 marks)

**END OF EXAM PAPER**