

**EXECUTIVE MBA IN INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBA IHM)**

Term-End Examination

December, 2013

MHY-023 : PUBLIC RELATIONS AND CRM

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.
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1. Discuss in detail Scope and Dimensions of CRM. 20
2. (a) How does one choose CRM strategy ? 10+10=20
(b) How does CRM help in Generating Demand ?
3. What is Data Mining ? Discuss legal and ethical issues linked with use of customer data. 20
4. What are the key success factors of E - commerce ? Provide examples to justify your answer. 20
5. Write notes on : 10+10=20
(a) Customer behaviour prediction
(b) Cross selling and Up selling through CRM
6. What are the techniques of customer conflict resolution ? 20

7. Explain the role and responsibilities of public relations manager of a large hotel. 20
8. Write notes on : 10+10=20
(a) PR Checklist
(b) True Dimensions of PR policies
9. Explain in detail basic principles of corporate public relations. 20
10. What is the role of PR in : 10+10=20
(a) Avoiding negative media coverage
(b) Paid News
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