

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

Term-End Examination

00251 December, 2014

MHY-023 : PUBLIC RELATIONS AND CRM

Time : 3 hours

Maximum Marks : 100

*Note : Answer any **five** questions. All questions carry equal marks.*

1. List the success factors of CRM. Discuss the scope and dimensions of CRM. 20

2. Write short notes on the following : 10+10=20
 - (a) Behaviour Prediction
 - (b) CRM in Marketing

3. Define the role of Public Relations Department in a large multinational organisation. 20

4. What factors will influence in defining strategy for CRM ? Give examples. 20

 5. Write short notes on the following : 10+10=20
 - (a) Customer profitability and Value modelling
 - (b) CRM for up-selling and cross-selling

 6. What are the key success factors of E-commerce ? Give examples. 20

 7. Why is Public Relations important for an organisation ? Define the role and responsibilities of a PR Manager. 20

 8. What is data mining ? Discuss the issues linked with the use of customer data. 20

 9. Write an essay on legalities involved in managing customer information. 20

 10. What are the basic principles of Corporate PR ? Explain. 20
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