

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

Term-End Examination

December, 2015

MHY-023 : PUBLIC RELATIONS AND CRM

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.

1. Define Customer Relationship Management. 20
Explain how CRM is helpful in creating demand for Hospitality and Tourism.
2. Explain Service levels, scope of customer service and CRM Strategy. 20
3. Write notes on : 10x2=20
 - (a) The tools for computing customer information
 - (b) The Ethical and Legal issues of managing customer information
4. Explain role and type of Customer Relationships in E-commerce. 20

5. Explain the concepts of : 10x2=20
(a) Behaviour Prediction
(b) Customer Profitability and Value Modelling
6. Explain CRM in Marketing and the initiatives in cross-selling and up-selling. 20
7. Define Public Relations. Explain its scope and dimension in service sector with suitable example. 20
8. Write notes on : 10x2=20
(a) Status of Public Relations in Hospitality sector
(b) PR Policies and its true dimensions
9. What are the principles of Corporate PR ? Explain them in detail. 20
10. Write notes on : 10x2=20
(a) PR and Environment
(b) Service Communication
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