

EXECUTIVE MBA IN INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBA IHM)

Term-End Examination

June, 2014

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. Explain in detail role of technology in CRM. 20
2. Explain in detail procedure for managing a CRM project. 20
3. What is the role of internet in CRM ? How do you ensure legal compliance while using customer data ? 20
4. What is the power of CRM ? Explain with the help of examples from tourism industry. 20
5. Write notes on : 10+10=20
 - (a) Value Modeling
 - (b) Customer Profitability
6. Why does an organization require public relations interventions ? 20
7. "Lobbying is essential to survive in today's business environment in India". Discuss in context to hospitality business. 20

8. Write notes on : 10+10=20
(a) Service Communication
(b) Media Relations
9. What are the tools available for computing customer information ? 20
10. What are the social and commercial responsibilities of corporate PR department ? 20
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