

00059

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

Term-End Examination

June, 2016

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. "Hospitality and Tourism are customer centered industries". Explain how CRM helps in customer service/sales profile and creating demand for these industries. 20
2. What is CRM Strategy ? Explain the three levels of services and the strategy creation in CRM. 20
3. Define Data Mining. Explain the ethical and legal issues of managing customer information. 20
4. Define E-Commerce. Discuss the strategies for successful implementation of E-Commerce. 20
5. Write notes on : 10x2=20
 - (a) Understanding Customer Problems,
 - (b) Behaviour Predictions.

6. Explain Planning in CRM Programme and how it is delivered with appropriate examples. 20
 7. Define Public Relations. Explain the scope and dimensions of Public Relations with respect to Hospitality Sector. 20
 8. Write notes on : 10x2=20
 - (a) Status of PR in Tourism Industry
 - (b) Forms of PR check list's
 9. Explain the Management and Staff Functions in Public Relations. 20
 10. "Business is nowadays are highly market oriented." Explain how CRM is useful in marketing initiatives. 20
-