

00186

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

Term-End Examination

June, 2017

MHY-023 : PUBLIC RELATIONS AND CRM

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. Explain three levels of service and the Scope of customer service in Hospitality Industry. 20
 2. Explain CRM strategy creation, its starting point and write how to identify potential strategies. 20
 3. Explain CRM on Internet and the tools for Computing Customer Information. 20
 4. Explain E-commerce and the rules to be adopted for its success. 20
 5. Write short notes on :
 - (a) Customer Profitability and Value Modelling 10
 - (b) Ethics and Legalities of data use in customer information 10
 6. Explain how to understand customer problems and offer appropriate solutions with suitable examples from Tourism Industry. 20

7. Define Public Relations and Explain its scope and dimensions in Hospitality Industry. 20
 8. Explain the status of Public Relations in Tourism Industry with respect to Domestic Tourists. 20
 9. What are the basic principles of corporate Public Relations ? Explain the role of Public Relation organisation hired by hotels. 20
 10. Write short notes on : 2x10=20
 - (a) Public Relations and Environment
 - (b) Service Communication
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