

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

**Term-End Examination**

**June, 2018**

**MHY-023 : PUBLIC RELATIONS AND CRM**

*Time : 3 Hours*

*Maximum Marks : 100*

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- Note : (i) Attempt any five questions.  
(ii) All questions carry equal marks.*
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1. Explain the Destination and Power of CRM. 20  
Illustrate how the CRM is creating demand for  
hospitality and tourism services ?
2. Explain the three levels of service. Explain how 20  
CRM is the success factor at each level ?
3. Explain the process of managing customer 20  
information. What are the ethical and legal issues  
of managing customer information ?
4. Explain the merits and demerits of CRM on 20  
Internet. Explain the process of choosing the right  
vehicle for CRM on Internet.
5. Write notes on : 10+10  
(a) Customer profitability and value modeling  
(b) Behaviour predictions

6. Explain the steps of Planning and Delivering CRM Program. 20
  7. Define Public Relations. Explain Public Relations Policies in Hospitality Industry in India. 20
  8. Explain the functions of Public Relations Staff. Write about the Nature and Forms of Public Relations. 20
  9. Explain the basic principles of Corporate Public Relations. Explain the role of Public Relations in Tourism Organizations. 20
  10. Write notes on : 10+10
    - (a) Service Communication
    - (b) Public Relation and Environment
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