

00278

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

Term-End Examination

December, 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. Explain the power of CRM and its success factor with an example from Hospitality Industry. 20
2. Write a detailed note of "Customer Profitability and Value Modeling". 20
3. Explain the tools for Computing and Managing Customer Information. 20
4. Explain E-Commerce and the rules to be adopted for its success. 20
5. Write short notes on : 10x2
 - (a) Ethics and Legalities of data use in customer information. 10
 - (b) Behaviour Predictions. 10

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| 6. | Explain CRM Marketing initiatives with appropriate examples from Hospitality Industry. | 20 |
| 7. | Define Public Relations. Explain its scope and dimensions in Hospitality Industry. | 20 |
| 8. | Explain the status of Public Relations in Tourism Industry with respect to Foreign Tourists. | 20 |
| 9. | What are the basic principles of Corporate Public Relations ? Explain the Role of Corporate Public Relations in the success of an organisation. | 20 |
| 10. | Write short notes on : | 10x2 |
| | (a) Public Relation Policies | 10 |
| | (b) Service Communication | 10 |
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