

00126

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

Term-End Examination

December, 2017

MHY-023 : PUBLIC RELATIONS AND CRM

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Explain customer service profile in CRM. 20
Illustrate the CRM success factor with examples.
2. Explain CRM strategy in customer service. Detail 20
the process of choosing CRM strategy.
3. Explain E-commerce-customer relationship with 20
appropriate examples from Hospitality sector.
4. Explain the process of managing customer 20
information. What are the Ethical and legal issues
of managing customer information ?
5. Write notes on : 10+10
 - (a) Managing movement of conflict
 - (b) Cross-selling and up-selling

6. Illustrate with examples the process of understanding customer problems. 20
 7. Define Public Relations. Explain the scope and dimensions of Public Relations in Tourism Industry. 20
 8. Explain the functions of Public Relations Staff. Write about nature and form of Public Relation. 20
 9. Explain the basic principles and steps of corporate public relations. 20
 10. Write notes on : 10+10
 - (a) Service communication
 - (b) Public Relation and Environment.
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