

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

000098

Term-End Examination

June, 2015

MHY-023 : PUBLIC RELATIONS AND CRM

Time : 3 hours

Maximum Marks : 100

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

1. What is C.R.M. ? What is the importance of CRM in hospitality industry ? 20
2. List CRM success factors. Provide examples from hospitality industry. 20
3. How can brand be created through Public Relations ? Give examples of brands that have been created through PR. 20
4. Write notes on : 10+10
 - (a) Behaviour prediction.
 - (b) Three level of service.
5. What is media relations ? Discuss role of paid news in building demand. 20

6. Write notes on : **10+10**
(a) Cross selling and upselling through CRM.
(b) Service quality.
7. What is E-commerce ? Explain the role of E-commerce for hospitality industry. **20**
8. What are the legal implications for using customer data ? List precautions that are recommended before buying mined data. **20**
9. Explain phrase "choosing the right vehicle" for internet selling. **20**
10. Write an essay on scope of Public Relation. **20**
-