

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**

**M. A. DEGREE EXAMINATION, NOVEMBER 2021**

**PUBLIC RELATIONS**

**THIRD SEMESTER**

**COURSE: Public Relations in the Service Sector**

**TIME: 3 HOURS**

**SUBJECT CODE: 19PR/PC/SS34**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (4 X 3= 12)**

1. What is the role of financial services in modern society?
2. Describe the importance of the service sector in the Indian economy?
3. Explain B2B and B2C communication.
4. Distinguish between good marketing and service marketing?

**SECTION – B**

**ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 500 WORDS: (4 X 12= 48 )**

5. How does a service marketer adjust capacity to meet demand?
6. (a) Explain the four steps of the PR process in the service sector?  
(b) Describe the activity - 'service leadership' in the context of changing scenarios of the service sector?
7. (a) How would you design a new product for a bank?  
(b) Discuss the need for PR in the tourism sector?
8. What are the advantages of advertising and marketing strategy in the service sector?
9. 'Physical evidence plays a definite role in influencing perception' Discuss and state the elements of physical evidence in the service sector.
10. How do you segment the market for tourism products?

## SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20= 40)

11. (a) What are the factors that influence a customer's expectation of service?

(b) Bring about the importance of service recovery in order to retain the goodwill of a service firm and give guidelines for the same.

12. Explain the elements of the consumer's behaviour that are relevant to understanding their service experience and evaluation.

13. Read the case and answer the following questions:

**Case:** Crossword is one of the most well-known retail book-store in the country. It has around 40,000 titles at any given point of time. In order to enhance customer experience if it focuses on physical evidence and innovative promotional activities like.

- The store conducts activities like 'Pictionary contents and annual fair with Santa Claus aimed at making the place reader friendly.
- It offers coffee and people can browse through books with music playing soothingly in the background.
- Various promotional activities are offered to loyal customers.
- Books and shelves are placed and arranged in a manner to suit customer needs, comfort and preferences.

Crossword is constantly striving to introduce something new and innovative in order to encourage the customers to frequent the store more often.

### **Questions:**

(a) Explain the importance of physical evidence to enhance the service experience and given your suggestion for the same.

(b) What are the promotional tools that can be used by Crossword to increase its customer base.

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