

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2019 – 2020 & thereafter)

SUBJECT CODE: 19PR/PC/CU24

M. A. DEGREE EXAMINATION, APRIL 2023

PUBLIC RELATIONS

SECOND SEMESTER

COURSE : CORE

PAPER : CUSTOMER RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Define customer relations.
2. State the differences between consumers and customers?
3. What are the responsibilities of a customer relationship manager?
4. What is customer satisfaction?
5. What is a Customer Ecosystem?
6. Why is the customer always right?
7. Mention any two business applications of CRM.
8. List different types of customer relation tools for communication.
9. List different type of customer loyalty.
10. Define customer effort.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. Explain different types of customers and also distinguish between individual customer and group customer.
12. How to increase the loyalty of customer? Explain with an example.
13. There is a negative review about our company on social media. What would you do to resolve it?
14. Elaborate on the return and refund policies for customers.
15. Explain with example the technology component of CRM.
16. Explain the customer behavior from relationship perspectives.
17. Highlight the dominant features of Consumer Protection Act, 1986.
18. Elaborate on the PR tools needed for customer relations

SECTION - C

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

19. Discuss the strategies to meet customer expectations, satisfaction and delight.
20. Discuss with the examples of CRM roadmap for handling customers in public sector.
21. Explain the changing trends in CRM. How it is effectively works in retaining customer base?
22. A company wishes to launch new soap, which could prevent dryness and moisturise the skin. But the soap market is highly crowded with multiple brands. As marketing executive prepare a market research strategy to attract new customers as well as to retain existing customers, what type of customer relationship management strategy is required so the company's new brand could be established in the market.
