

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2009– 10)

SUBJECT CODE: PR/PC/CU24

M. A. DEGREE EXAMINATION, APRIL 2010
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : CORE
PAPER : PUBLIC RELATIONS THEORY - II: CUSTOMER
RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

- 1) What is customer relationship management?
- 2) What are the four steps to relationship management?
- 3) What is data mining?
- 4) Why are customers lost?
- 5) Complacency not competition kills customers- explain
- 6) Mention the three principles of customer-focused selling
- 7) The patient is the most important customer for a hospital. Why?
- 8) How can every customer be made into a special customer?
- 9) What is customer interaction cycle?
- 10) How is feedback from customers important to an organisation?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5X8 = 40)

- 11) What is customer delight and how can this be used to obtain customer loyalty in a departmental store or footwear store?
- 12) Customer service is the best sales tool for any organization. What does this statement meant and why is customer service important to any industry?
- 13) Observation is objective, interviewing is subjective. Discuss

- 14) What is spurious loyalty? How can it be avoided?
- 15) Trace the importance of the first three minutes in dealing with customers who have come in with complaints.
- 16) Why the existing customer base is currently viewed as one of the organization's most critical assets?
- 17) What are the strategies to be used to keep a customer for life?

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2X20=40)

- 18) Explain in detail about complaint handling process and how it can be made beneficial for the company
- 19) How are customer relations important in the service industry like a hotel or airlines?
How is internal and external customer relationship management incorporated in a service organization?
- 20) To what extent do you believe that the Internet will be a major force in direct marketing through this millennium
- 21) Explain the relationship between Public Relations and the Media and its use in customer relations
