

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086

(For candidates admitted from the academic year 2012 – 13)

SUBJECT CODE: 12PR/PC/CU24

M.A.DEGREE EXAMINATION, APRIL 2013

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: (10x2=20)

1. What is consumerism how does it affects the business?
2. Justify the reason for a healthy balance of input and output in organizations.
3. Does the growing awareness of public affect customer relation? Justify your answer.
4. Why it is important to manage a very good mass media.
5. Mention two best strategies in maintaining a good customer relation.
6. What does consumer activism mean?
7. Briefly mention any two characteristics that a public relations professional should pursue.
8. 'Under promise and over promise' is the best policy- explain.
9. Why is it important to educate public to have a customer relation?
10. Explain few strategies in dealing with unsatisfied customer.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5x8=40)

11. Explain the process in which an airlines company needs to maintain customer relation program.
12. Briefly explain how important is customer care and customer outreach efforts in an organization.
13. "Customer is always right", justify with examples.
14. What could be the strategy for a large industry to ensure that their customers are treated like a King or a Queen?

15. What are the parameters that must be considered to ensure customer delight and customer loyalty in retail industry?
16. Briefly explain a few customer relations programs undertaken in banking sectors recently.
17. Prepare a job description for a customer relationship executive in hospital sector.
18. How can an organization retain a customer who is dissatisfied with the service provided? You may illustrate this with an example.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000WORDS:

(2x20=40)

19. Design a customer survey to know the 'need, want and demand' of the customer for a Mobile phone.
20. What is CRM? How is CRM used in today's corporate world.
21. What is Customer relationship? Discuss its role in an software firm.
22. Design a Customer care policy bringing out the important attributes like transparency, timeliness, commitment, quality assurance, etc in a medium industry.
