

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2009– 10 & thereafter)**  
**SUBJECT CODE: PR/PC/CU24**

**M. A. DEGREE EXAMINATION, APRIL 2011**

**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 would you make every consumer a special customer? Give two strategies.
- 9) What is Customer Delight? Give two examples.
- 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) Insurance Industry- Is it driven by Customer Relations? Explain
- 12) What is meant by biographics? Explore the contribution of biographics to the relational marketers and indicate the implications of this for consumers.
- 13) Observation is objective, interviewing is subjective. Discuss
- 14) What is spurious loyalty? How can it be avoided?
- 15) Job Card- Why is it important? Describe its features and advantages.
- 16) Why the existing customer base is currently viewed as one of the organization's most critical assets?
- 17) How to keep a customer for life? Give four strategies.

**SECTION – C**

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

- 18) Explain in detail about complaint handling process and how can it be made beneficial for the company?
- 19) What communication skills should a PR person possess in order to handle Customer Relations department effectively?
- 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. With respect to Customer Relations.

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