

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2008– 09 & thereafter)

SUBJECT CODE: PR/PS/CU24

M. A. DEGREE EXAMINATION, APRIL 2009
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : SPECIALIZATION
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 to make every customer a special customer? Give two examples.
9. Draw & explain the customer interaction cycle.
10. How is feedback from customers important to an organization?

SECTION – B

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

11. Why is the existing customer base viewed as one of the organization's most critical assets?
12. How to keep a customer for life? Explain any two techniques?

13. What is spurious customer loyalty? How can it be avoided?
14. In today's world of stiff competition how can banks extend customer relations? Illustrate.
15. Illustrate the development of a customer relations strategy by any insurance company.
16. What is consumerism? Explain how consumer organizations are educating the public?
17. How is mass media educating and informing the customer? Analyze.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2X20=20)

18. Explain in detail about complaint handling process and how it can be made beneficial for the company.
19. How do airlines or tourism organizations attract and retain customers? Explain with examples.
20. To what extent do you believe that the Internet will be major force in direct marketing and customer education through this millennium?
21. Explain the relationship between Public Relations and the Customer Relations. Describe any four techniques in detail with examples.
