

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2006– 07 & thereafter)**

**SUBJECT CODE: PR/PC/CU24**

**M. A. DEGREE EXAMINATION, APRIL 2008**  
**PUBLIC RELATIONS**  
**SECOND SEMESTER**

**COURSE : MAJOR – 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. Who has coined the phrase 'The customer is always right' and explain what it means?
2. Give two examples of public education campaigns, which have educated value proposition?
3. Why should customer service be an integral part of company's customer value proposition?
4. State any two actions that lead to remarkable customer service.
5. Give one example of a customer relations program in tourism industry that you feel has contributed significantly to its business.
6. What is consumer value? How do you create customer delight through buzz?
7. Differentiate between customer delight and customer satisfaction.
8. 'Trends show increase of Web use for customer service'. Comment.
9. Enlist the tools used by PR professionals in customer relations.
10. What is the importance of a Job card?

**SECTION – B**

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

11. Elaborate on any one example of a notable customer service exercise received significant PR mileage.
12. Explain how 'surveys' can be used as a tool can be used to gauge customer delight.
13. Discuss any two campaigns designed for customer outreach program.
14. How is customer service being used as a differentiator in the Indian Airline industry?
15. The recent retail boom in India is created a paradigm shift in Consumer behaviour. How as a PR professional can you leverage this as an opportunity in building customer relations?
16. Design an online feedback form to obtain feedback from a patient for a hospital.
17. Illustrate the first 3 minutes in dealing with angry customers.

**SECTION – C**

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

18. Present an in-depth case study (along with analysis) of a medium size industry that deals with customer relations policy, procedure and strategies.
19. What is the role played by a PR professional in creating customer delight? What are the communication skills should a PR person practice in the field to Customer Relation.
20. Describe the rise of consumerism and its impact on Customer Relations Management.
21. Explain customer relation across any three of the service industry verticals: Hospitals, Airlines, Insurance, Banks and Tourism. How is internal and external CRM incorporated in the service industry?

\*\*\*\*\*