

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

SUBJECT CODE: PR/PC/CU24

M. A. DEGREE EXAMINATION, APRIL 2007
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. How is the customer an important public in any organization?
2. How do you consider customer a king or queen?
3. What is a Customer Relation Policy for any industry?
4. Service Organisations need customer relations more than anything else. Discuss.
5. Customer Relations is an important part of PR. Discuss.
6. What is a survey to gauge customer delight?
7. What is a Campaign for reaching customers?
8. Why do we need to organize customers meet? Discuss.
9. What are the skills required for a PR professional in regard to customer relations?
10. Give one example of an industry where customer relations is given importance.

SECTION – B

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

11. How does the rise of consumerism facilitate customer relations?
12. Mahatma Gandhi once said, Customer is always right? Is it relevant today?
13. Why is grievance handling important for a service organization like Railways?
14. Discuss the importance of Customer Relations for a nationalized bank like IOB.
15. Customer Relations is important for public sector insurance companies. Discuss.
16. What kind of surveys can you carry out to find out the importance of customer relations?
17. How do you organize a customer meet for a large industry?

SECTION – C

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

18. What are the skills required for a PR person as far as Customer Relations?
19. Develop a multi media campaign to reach the customers of a large scale industry manufacturing consumer products like TV's and Refrigerators.
20. How will you use PR to facilitate good customer relations for a travel agency involved in in and out bound tours?
21. Devise customer relations programme both short and long run for a public sector giant like BHEL. Prepare a campaign also as well.
