

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2015 – 2016 & thereafter)

SUBJECT CODE: 15PR/PC/CU24

M. A. DEGREE EXAMINATION, APRIL 2019
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: (10 X 2 = 20)

1. State the differences between consumers and customers?
2. Elaborate the 4Ps of marketing.
3. How is the concept of consumerism promoted through advertisements?
4. Define customer satisfaction with example.
5. Mention few sources from where consumer grievances are obtained.
6. List different types of barriers in communication with customers.
7. List few customer care outreach efforts followed by organisation.
8. Define customer effort.
9. What is quality assurance?
10. List different type of customer loyalty.

SECTION - B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. Highlight the dominant features of Consumer Protection Act, 1986.
12. What are the challenges in acquiring and retaining customers?
13. Highlight the strategies implemented to disseminate the information to educate consumers through mass media.
14. Elaborate on the important of customer relations in the health care programmes.
15. Explain in detail the rights and responsibilities of the consumers.
16. What is the role of technology in CRM?
17. Define customer relation management and explain few strategies to retain customers.
18. Explain in detail various refund policies in organisation.

SECTION - C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20 = 40)

19. Elaborate on the growing needs of consumer relation management in the Global market with suitable examples.
20. Discuss various events that could be organised to restore employer- customer relationship.
21. “Consumer satisfaction is the key to building profitable relationship with consumers”- comment on this statement and mention the steps to be taken by companies to build good relation with customers.
22. What is the impact of technology on existing CRM solutions? Explain the emerging impact of e-CRM on CRM.
