

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

SUBJECT CODE: PR/PC/ER34

M. A. DEGREE EXAMINATION, NOVEMBER 2007
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : CORE
PAPER : EMPLOYEE RELATIONS
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Explain the impact of top management on determining the importance and role of labour-management relationships.
2. Distinguish between individual and corporate goals.
3. Define 'Thought Leadership'. Give one example of a 'Thought Leader'.
4. Differentiate between issues, crisis and emergencies.
5. Explain the role of pod cast and blogs in employee communication.
6. Briefly write about the importance of timing in labour matters.
7. What do you understand by the term 'news-blackout'?
8. Enlist the communication strengths of motion picture and videos.
9. What are the two different forms of announcing a settlement/contract agreement to the public?
10. Distinguish between a strike and a lockout.

SECTION – B

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

11. Briefly explain the challenge of labour to the leadership in any organization.
12. Distinguish between line and staff functions. What function do you attribute to PR and why?
13. What are the various community development initiatives that can be undertaken by the PR department to facilitate employee-community involvement.
14. What are the various forms of supplemental publications used in internal communication? Briefly describe their uses.

15. What are the different types of employee strike? How does the PR practitioner deal with strikes?
16. Briefly describe the difference between collective bargaining and collaborative negotiations. What is the role /function of PR department in maintaining a conducive employer-employee working relationship?
17. Explain the evaluation and listening process in employee communication.

SECTION – C

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

18. Describe the importance of ‘company –wide’ goal alignment. How is ‘corporate Communication department/public relations function aligned to achieve business goals?
19. Discuss the various medial used in employee communication with illustrations.
20. How are employee relations crucial to the success of any organization? Illustrate.
21. How are employees’ families to be assisted in times of emergencies like accident/ death **or** in handling drug-abuse/ alcoholism?
