

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

M. A. DEGREE EXAMINATION, NOVEMBER 2021

PUBLIC RELATIONS

THIRD SEMESTER

COURSE: EMPLOYEE RELATIONS

TIME: 3 HOURS

SUBJECT CODE: 19PR/PC/ER34

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (4 X 3= 12)

1. Restless employees and causes of burnout
2. Activities of a Trade Union
3. Grapevine Communication and its importance
4. Meaning of a) Strike b) Lockout c) Ghero

SECTION – B

ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 500 WORDS: (4 X 12= 48)

5. Discuss in detail the Employer- Employee relationship in organizations today and describe some of the major expectations of the employees.
6. Describe the role of PR Specialists during major economic crises such as Acquisitions and Layoffs with examples.
7. How are grievances handled in an organization? How do you think a PR manager play a vital role in handling the same?
8. What is Internal Marketing? What does it aim at? Why is it an important concept of employment for an organization?
9. Describe the various tools for effective organizational communication in an organization.
10. How are Employee Voluntary Programs successful in engaging employees? Explain with examples

SECTION – C

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

11. a) The majority of the employee community today in big multi-national corporations is the youth. As a PR, what are the steps you think should be taken to build awareness on important socio - cultural issues and the laws among these youngsters?
b) Explain any one important law pertaining to employment using an example.
12. a) Critically analyse the role of the Trade Union in terms of protecting the rights of the employees.

b) How do you think disputes can be effectively managed by the Communications Specialists effectively? With a case study, explain how issues like substance abuse among employees is handled by the management.

13. a) Responsible communication is very important when an individual bears the image and the brand on their shoulders. With the advent of social media, how do you think a PR or HR Department in an organization control the content that goes out on different social media portals of the employees?

b) Draw a plan (branding exercise) for effective internal reputation management.
