STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019 – 2020 & thereafter)

SUBJECT CODE: 19PR/PC/ER34

M. A. DEGREE EXAMINATION, NOVEMBER 2022
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. Define employee relations.
2. What are the responsibilities of an employee relationship manager?
3. Power is the defining concept for critical theorists and this is linked to control and domination. What are the different forms of control?
4. What is voluntary termination of employment?
5. Define Grapevine Communication
6. What is 'intranet'?
7. What is work-life-balance?
8. What are the objectives of industrial relations?
9. Define collective bargaining.
10. What are the three types of dispute resolution?

SECTION – B

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

11. What is the concept of 'liquid employee'? Write a brief note.
12. What is organization culture?
13. What is employee burnout? What are it's causes and treatments?
14. What Are the Key Causes of Employment Termination?
15. What is the various workplace social media platforms? Write a brief note on each.
16. What are the challenges involved in employee engagement?
17. What could be a dispute resolution process in an organization?
18. What is the employee relationship issues that can arise in an organization? Elaborate.

SECTION – C

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

19. It is Pride Month 2022. Conceive and plan an employee engagement program.
20. Design 3 email newsletters, as a campaign, to bring awareness of COVID19 vaccination among employees.
21. What kind of employee engagement activities that you would come up with for employees working from home during the pandemic?
22. How can employees feel like they are a valuable asset to an organization? What are the activities you, as an ERM can take on for growth of employees?

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