

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

M. A. DEGREE EXAMINATION, NOVEMBER 2023
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : CORE
PAPER : EMPLOYEE RELATIONS
SUBJECT CODE : 19PR/PC/ER34
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Define Employee Relation
2. State the nature of Employee relations
3. What is indirect and direct employee participation?
4. What do you mean by psychological contract? Give example
5. What is grapevine communication?
6. State the strategies of internal marketing.
7. Tesla, Inc. (TSLA), alarmed by the high number of injuries at its Fremont car assembly plant, used more transparent communication as an employee engagement strategy to improve safety. To do this, the electric car maker's co-founder and CEO Elon Musk, told employees that he wanted every injury reported to him, without exception, so he could understand what was needed to prevent similar accidents from reoccurring in the future. From the case identify the Employee engagement strategy used by Elon Musk and explain the strategy.
8. What is substance abuse at workplace? Give example.
9. What is the role of trade union?
10. Define collective bargaining.

SECTION – B

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

11. Bring out the importance of Employee relations
12. Describe the reasons for employee burnout and typical signs of burnout
13. State the important compliance rules when terminating employees
14. Explain the phases of organizational communication.
15. Explain the types and factors influencing internal marketing
16. Discuss the challenges of employee engagement and ways to overcome it.
17. Discuss the machinery for settlement of Industrial disputes.
18. Explain the laws pertaining to safety measures.

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

19. Discuss different types of internal communication tools with pros and cons.
20. How employee volunteerism benefits the employees and employers.
21. Describe the Laws regulating trade unions and rights of registered unions
22. Case Study on Employee Relations

Mrs. Jancy works with TBL global services, IT project management company, in the HR department. Jancy is known for her involvement not only in her duties but also in other various activities of the department. She was aware of many minute details about the department throughout her tenure. Hence she becomes a point of contact for any such information which often consumes her time.

She is loaded with responsibilities very often, sometimes given to her and sometimes taken by her. In the beginning, she was happy with her profile and gave her the best in all the responsibilities with her. When years pass and she gets elevated to higher responsibilities she becomes overloaded. Still, she was happy with her job.

One fine day suddenly, she realized that many of her colleagues complete their work on time and also equally take care of their personal life. On the other hand, Jancy, having been loaded with responsibilities completed it partially at work and partially during her personal time. This becomes a reason for her stress.

She started questioning her ability to not being able to complete her work at the scheduled time. Later, she understood that apart from given responsibility she was involved in many other crucial activities of the department which becomes her additional responsibility which slowly the people forget that it is not under her job profile.

Jancy Being highly disturbed started feeling her job as a burden. She thought she can't come out of this because the habit which she developed for herself and her coworkers is irreversible. So she finally decided to take a break from her job.

She fixed an appointment with the head HR, Mr. Ratan, for her resignation, He knows the fact that her involvement is irreplaceable and he also knew that she can be his competitor in a very short period, so, he had some other plans for her.

During the conversation, Ratan understood that Jancy is highly stubborn in leaving the job. So he convinced her to do work from home and advised her to limit her responsibilities as she will not come in any direct contact with the employees. Jancy happily accepted the option and she felt relaxed.

At the same time, Mr. Ratan was reporting to CEO Mr. Vedant “Sir, I didn’t accept the resignation. I have given Jancy the option of work from home and she accepted to continue the job”. Mr. Vedant asked ” but Ratan how did you made her accept this offer. And why you have given this option. As per her colleagues, her nature of doing the job is a key component.”

Mr. Ratan with a smile replied. “Sir I advised her to limit her responsibilities to her profile by opting for work from home. She accepted the offer. And I am very sure that her very nature of involvement will not allow her to restrict her responsibility even after opting for work from home.” So, I am not going to lose the benefit of her involvement.

Mr. Vedant was worried by the last words of Ratan, he thought.” How I am going to execute my plan of replacing Jancy in Ratan’s position of Head HR as she opted for work from home and why did Ratan has that option to her. Is this a planned show “

Questions on Case Study on Employee Relations:

- a) Whose assumption is correct Jancy or Ratan
- b) According to you what could be the reason for Jancy being overloaded is it the fault of organizational structure or the nature of Jancy
- c) Also, answer the questions raised by Mr.Vedant in the last para. Was it a planned show.
