

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted in the academic year 2020-2021 & thereafter)**

**M.A. DEGREE EXAMINATION – APRIL 2024
HUMAN RESOURCE MANAGEMENT
FOURTH SEMESTER**

**COURSE : MAJOR CORE
PAPER : DIVERSITY MANAGEMENT
SUBJECT CODE : 20HR/PC/DM44
TIME : 3 HOURS** **MAX.MARKS : 100**

SECTION A

ANSWER ALL THE QUESTIONS. ANSWER SHOULD NOT EXCEED 50 WORDS.
(10 x 2 = 20)

1. Define Workforce Diversity.
2. State reasons for workplace conflict.
3. Differentiate race and ethnicity.
4. List any two differences between primary and secondary dimensions of diversity.
5. Define Social Identity.
6. What do you mean by affirmative action?
7. List few issues in managing diversity.
8. Is flexible work programs need of the hour?
9. Do you think supplier diversity programs are necessary?
10. List few organizational strategies for managing workforce diversity.

SECTION B

ANSWER ANY FOUR QUESTIONS. ANSWER SHOULD NOT EXCEED 600 WORDS:
(4 x 10 = 40)

11. Comment on the significance of diversity Management.
12. Discuss the ethical and legal issues in managing diversity.
13. 'Can diversity be used as marketing opportunity'? - Discuss
14. How can media be used as an effective tool for reaching diverse clients?
15. Discuss the effects of workplace bullying.
16. Suggest few strategies for adapting new organizational culture.

SECTION C

ANSWER ANY TWO QUESTIONS. ANSWER SHOULD NOT EXCEED 1200 WORDS:
(2 x 20 = 40)

17. Compare and contrast Intra national and cross-national diversity management.
18. Does stereotype lead to discrimination? – Discuss with examples.
19. Suggest few strategies for maintaining effective communication among different cultures.
20. Consider yourself as a Manager for CSR activities in Coca-Cola company. What CSR activities will you plan? Support your answer.
