

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

SUBJECT CODE: PR/PC/ER34

M. A. DEGREE EXAMINATION, NOVEMBER 2008
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. 'Leveraging employees as brand ambassadors'. Comment.
2. How can you connect the dots between leadership and innovation?
3. Differentiate between staff and line functions.
4. Enlist two major use of technology in employee communication.
5. Who are the two primary targets in the PR of labor relations and why are they important?
6. State any two media used for effective internal communication?
7. Probe the use of spiral marketing as PR tool.
8. Distinguish between a strike and a lock-out.
9. Explain 2 benefits of evaluation and listening process.
10. 'Transparency and corporate governance' – Elaborate on the role of public relations in this context.

SECTION – B

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

11. Briefly explain the challenge of the "restless employee".
12. Elaborate on collaborative and cooperative functions of Public Relations.
13. Broadly highlight how a PR official facilitates employee-community development?
14. What are the core functions of a PR person and extended competencies required especially in the facilitation of employee relations?

15. Describe the importance of timing and negotiations.
16. What is the role/function of PR department in maintaining a conducive employer-employee working relationship?
17. Design an internal communication strategy for a company, which is entering into a new and highly competitive evolved industry?

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 =40)

18. Define Public Relations. Differentiate between contributions of the PR department to strategy making process in a local SME (small and media enterprise) and in a MNC.
19. Describe the importance of 'company-wide' goal alignment. How is 'Corporate Communications department/Public Relations function aligned to achieve business goals?
20. Discuss the various tools used to address the internal publics especially in the context of employee relations.
21. Explain the role played by PR practitioners in large organizations especially with reference to crisis management.
