

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2008– 09)

SUBJECT CODE: PR/PC/HM44

M. A. DEGREE EXAMINATION, APRIL 2010
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER : HUMAN RESOURCES MANAGEMENT FOR PUBLIC RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. What is upward communication? Give example
2. List any two advantages of Performance Appraisal.
3. What are the methods of training need-analysis?
4. Why is training evaluation important?
5. Who are minorities in an organization?
6. Describe types of performance incentives.
7. Give some examples of CSR projects.
8. How can employees be involved in an Education Project?
9. Describe safeguards to be offered by an employer for employing women in the organization
10. Draw an organization structure of Corporate Communication Department and describe roles.

SECTION – B

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

11. Discuss how an individual's growth will impact organizational performance.
12. Design a CSR project for a company and prepare a proposal along with budget for approval of management
13. What is the meaning of Stress Management? How can a CSR Activity be an Employee Engagement activity?
14. List out at least 5 policies of a company and explain each of them.

15. Explain the role of Public Relations executive in maintaining a good corporate image
16. How will you increase organizational awareness by using methods of PR?
17. How will you establish good dealer relations?
18. How will you leverage Indian diversity to an organization's advantage?

SECTION – C

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

19. A good organization develops a community along with its own growth – describe with an example
20. What is the role of PR Manager in an organization in Brand building? How will you create communication channels for internal and external brand building?
21. Discuss changing trends in organizations in the globalised scenario.
22. Training and development are integral part of an organization's growth. Design a training program for corporate social responsibility awareness to employees and explain importance of training and development.
