

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2009– 10 & thereafter)
SUBJECT CODE: PR/PE/HM43

M. A. DEGREE EXAMINATION, APRIL 2012
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : HUMAN RESOURCE MANAGEMENT
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Define induction and orientation.
2. What are different performance incentives?
3. What is T.N.A?
4. What are any two evaluation methods for training?
5. Why are vision and mission are important for any organization?
6. Define attitude and value.
7. Write about any one N.G.O's activities.
8. What do you mean by corporate social responsibility?
9. What is the care to be extended to women employees in an organization?
10. Define organizational structure.

SECTION – B

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

11. Write a short brief on points to be considered while making organizational polices, rules & regulations.
12. What are the different methods of training that are adopted in organizations?
13. What are the strategies that can be identified for individual employee training?
14. How do co-curricular activities of employees help the organization? Illustrate with examples.
15. Describe two- way communications with retailers and agents to increase their involvement.
16. How can the employee be involved in corporate social responsibility programs of the organization?
17. What is the importance to be given for minorities in an organization?
18. Write about the training process in detail.

SECTION – C

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

19. Briefly explain about recruitment process from sourcing to induction.
20. Describe how to develop organizational culture and environment in an organization with examples.
21. Why is staff stress busters important? Give two stress busting programs used for staff in an organization.
22. Explain in detail about the impact of globalization on Human Resources Management, in terms of all aspects of an organization.
