

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 12)

SUBJECT CODE: 11PR/PC/ER34

M. A. DEGREE EXAMINATION, NOVEMBER 2012
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. What are the goals of employee communication?
2. Explain the statement, "Employees are not a homogenous group."
3. Define management as a process.
4. What is the grapevine?
5. What are the factors that limit powers of public relations practitioners in any organization?
6. Why is management important?
7. In employee communication, what is the content of job information messages?
8. In employee communication, what is the objective of messages about collective bargaining issues?
9. When would you not use electronic media in employee communication?
10. List the four goals of contract negotiation for the company.

SECTION – B

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

11. Develop goals for a weekly newsletter that you would like to introduce in your organization.
12. Design a themed bulletin board to be placed in the manufacturing unit of your organization.
13. How can PR departments collaborate and cooperate with other departments in any organization?

14. What is the difference between staff and line functions in any organization?
15. What are the advantages and disadvantages of being a union member?
16. What is the benefit of employee community development programs for employees, the organization and the community?
17. How would you evaluate internal communications?

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 =40)

18. Develop a family assistance program for a company of your choice. Highlight the main messages, cost of this program and the benefit of this program for the organization and its employees.
19. What policies can companies establish for public relations in an emergency?
20. Provide a script for an institutional film designed to motivate employees and improve productivity.
21. Public Relations is a management function. List and describe the five management functions with examples from employee relations.
