

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

SUBJECT CODE: 11PR/PE/HM44

M. A. DEGREE EXAMINATION, APRIL 2013
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. What is a policy? Give an example.
2. Give the Mission and vision statement of any service organization.
3. State any two benefits of post-training evaluation. criteria.
4. Which of the skills would you rate higher? Why? a) Technical skill b) Interpersonal skill
5. What do you understand by performance incentive?
6. Identify the components of Attitude.
7. What is motivation?
8. State any two critical issues faced by an organizational employee.
9. What is time management?
10. Write a short note on service clubs.

SECTION – B

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

11. Discuss the ways in which the employees can be involved in community development.
12. Explain ROI (Return on investment) technique of evaluating a training program.
13. Describe the status of women in organization.
14. How can the organization enhance its corporate image?
15. What do you understand by organization culture? Explain with a suitable example.
16. 'Communication is a two way process'. Explain superior. Subordinate relationship.
17. How has internet revolutionized the working of a corporate? Give examples.

SECTION – C

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

18. Training need analysis is essential for any training program. Explain
19. Explain how corporate etiquette is becoming important in today's business scenario.
20. Explain the basic theory of Motivation and the ways of managing stress.
21. Give the significance of 'Principles of Management' as designed by Henry Fayol.
