

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2009– 10)

SUBJECT CODE: PR/PE/HM43

M. A. DEGREE EXAMINATION, APRIL 2011
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : MAJOR - 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. Bring out the special features of Human Resources compared to other resources in an organization
2. How would you apply the knowledge of HRM in the field of Public Relations?
3. What is meant by attrition, how would you calculate the rate of attrition?
4. 'Change is the unwritten law of the Nature' - elucidate this statement from your experience.
5. What do you mean by experiential learning, state its advantages?
6. How would you measure the effectiveness of training in an organization?
7. What are all the root causes for resistance to change in society?
8. Differentiate between job enrichment and job enlargement.
9. How do you think PR adds value to corporate world?
10. Define Organizational Culture – suggest two methods to protect the Organizational Culture in this era of change

SECTION – B

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

11. A man with you in the same boat will never drill a hole in it” – Explain this statement with any relevant concept that you have studied in Management, with examples.
12. “Develop people...they will develop the organization” Evaluate this statement based on your understanding of HRM from the Training & Development perspective.
13. What is Training Need Identification? What are the indicators used in identifying training needs of employees of an organization?
14. Explain the process of MBO, how would you use it as a tool for improving performance of employees?
15. How can you use QWL (Quality of Work Life) to reduce stress of employees?
16. What is 360 degree appraisal? What practical difficulties would you foresee in implementing 360 degree feed back?
17. Is there any difference between Performance Management and Performance Appraisal? Bring out five objectives of doing Performance Appraisal.
18. “People are as good as how we treat them” explain the value of this statement for application in the field of Public Relations.

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SECTION – C

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

19. What are the steps involved in designing a training program? Design a training program for a one day workshop on “Motivation at work place”.
20. Write down the innovative human resource practices that you would recommend for development of an organization by retaining talented employees.
21. Explain Maslow’s theory of Motivation, give an account of how you would apply this theory in the life cycle of an employee in a progressive organization
22. M/s Durga Finance started as a small organization 15 years ago with only 50 employees. The employer Mr. Shyam is a XII standard pass - a man without any formal degrees to his credit. He employed people whom he knew, who had reasonable capabilities of performing accounts job. No formal recruitment procedures were followed, nor were any formal qualifications asked for. Now his son who has done MBA wants to expand and improve the organization’s activities. He hired an HR professional to conduct all the HR functions. He decides to discontinue the old 50 employees and employ properly qualified ones in their place.

The 50 employees rise in protest and requested Mr. Shyam to protect them and their source of income. The son reconsiders his decision and decides to give some lesser important jobs that do not involve much skill and decision making to them. But they refuse to accept this move and resent working under young new juniors.

How would you handle this situation if you were asked to take over the HR manager’s function?
