

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2012 – 13)

SUBJECT CODE: 12PR/PC/ER34

M. A. DEGREE EXAMINATION, NOVEMBER 2013

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. “Employees convert Corporate Dreams into reality”. State ways and means how Corporate Management brings the synergy workable, effective and engaging.
2. “The Leader is the long shadow of an Organization”. Highlight this from the leader’s PR initiatives and in direct connect with the ‘Ambassadorial Role’ that each employee carries on his/her shoulder.
3. What are news bullet-ins and plant newspapers?
4. “A Leader – is one who can lead as well as follow”: Briefly share your view point on the essentials of a Corporate Leader.
5. “Social Media – a boon or a bane for Corporate Entity”: Interpret this with your thought process in the context of emerging centre-stage focus of electronic tools.
6. What is collective bargaining?
7. “Management and Unions”: State the essentials of the winning-formulae for the ultimate win-win.
8. “Community in the core of Corporate Business”; Is there any growing relevance in the recent business scenario? Briefly enunciate.
9. “All work and no play”; What is the role of employee-engagement initiatives in corporates and its footprints in the overall corporate growth.
10. “Public Relations Practitioner”: This is a role better played at the time of crisis. Agree/Disagree/state your view-point.

SECTION – B

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

11. “An Employee would need to hear things first from the Employer”: Agree/Disagree with aspects that make this a two-way communication-bridge.
12. What is the role of a Trade Union in managing conflict and disputes?

13. “Goal-Setting, KRA, Value-drivers and Appraisals/Rewards”: State the roles these play in evaluating employee-performance and aligning wage/salary enhancements or Bonus fixation.
14. “Brand Building/PR is more important in an FMCG business than in an Engineering/B2B sector”; What is your evaluation of this statement, analyze and state your point of view.
15. “PR and Corporate Communications”; Are these two sides of the same coin or one and the same or is one a part of a larger ambit of the management function? Evaluate.
16. “A good leader must have a 3D view – IR/HR/PR”; Put yourself in the role of a head of an organization and state how far each of these dimensions reflect the vision [of each function], where it would seem blurred and where the over-all image would seem much sharper for succeeding in the overall Corporate Mission.
17. “The Corporate Leader, the PR man and the PR Agency”; Is this a relationship of a bondage with a mission or a marriage of convenience? State how this could get maximized for effecting fine corporate transparency.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 =40)

18. The new CEO who well-realizes that the organization has its best men, machine and management, also believes that ‘only a fine Communication; can bring in the best results at a faster pace. Evolve a strategy, plan out the fine tools and present a programme to make things work – so that the employees feel they are ‘energized, realize the oneness with organization, despite the diversity of departments and the geographic spread’.
19. Explain how strikes and lockouts are managed through negotiations and bargaining quoting of case study.
20. A complex multi-billion global conglomerate in the service sector has to outline its Organizational Chart, with Line and Staff functions and the deliverables in each function. Each department works as its own ‘internal service-provider’ and ‘internal customer’ to a different function. The ‘Process’ and the ‘Target’ is to take priority over the conventional ‘Departmentalization’ that seem more like an iron-curtain. Help to draw out a fine Organization that can be dynamic and inclusive.
21. How do organizations help in counseling the families of the workers with respond to de-addiction of alcohol or drugs. Give an example.
