

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

SUBJECT CODE: 12PR/PE/HM34

M. A. DEGREE EXAMINATION, NOVEMBER 2013
PUBLIC RELATIONS
THIRD 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 job analysis. Is it different from job design?
2. What is corporate citizenship?
3. Explain the term Organisational Culture.
4. What is an assessment centre?
5. How is burnout different from stress?
6. What is re-deployment?
7. Explain the benefits of linking pay to performance.
8. What is Environmental Analysis?
9. How does mobility differ in organisations with alternative career paths?
10. What is an implicit policy? Give examples in context to HRM.

SECTION – B

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

11. Define Performance Appraisal? Discuss MBO as a technique of modern performance appraisal.
12. What are the various hurdles in a selection procedure?
13. How do successful companies meet human resource needs through community involvement?
14. Are women transforming organisations? Illustrate with examples.
15. What is a service club? Explain its contribution to the society.
16. Define Motivation and Attitude and explain how they affect job satisfaction.
17. Does working with environmental groups increase corporate image?
18. “ESOP is increasingly popular particularly in IT firms.” Explain.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 = 40)

19. “Training programmes are helpful to avoid personnel obsolescence.” Illustrate and critically examine the strategies and global challenges in training programme.
20. Discuss the sources of stress and the coping strategies adopted by organisations to overcome it.
21. “Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance.” Discuss.
22. Eastern Pharmaceuticals’ is a multinational drug manufacturing company. Recently, an explosion ripped in one of its production plant, causing employees death and injury. The accident immediately became a worldwide media coverage that could harm the well-being of ‘Eastern Pharmaceuticals’. As the Public Relations practitioner of ‘Eastern Pharmaceuticals’, discuss the approach you will adopt to manage the crisis with regard to media, employees and the community.
