

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2009 – 10 & thereafter)**

**SUBJECT CODE: PR/PC/ER34**

**M. A. DEGREE EXAMINATION, NOVEMBER 2011**  
**PUBLIC RELATIONS**  
**THIRD SEMESTER**

**COURSE : CORE**  
**PAPER : PUBLIC RELATIONS THEORY – III: EMPLOYEE RELATIONS**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)**

1. “Each employee in an Organization is a PRO” validate this statement from your understanding of PR function.
2. State the importance for maintaining Labour – Management relationship in Organizations.
3. Differentiate the role of Manager with that of Leader?
4. Labour Turnover – is it a boon or a bane for Organizations? Why?
5. Though change is inevitable, why do people resist change?
6. What is collective bargaining?
7. List the barriers to listening.
8. What are the advantages of using corporate films?
9. From PR angle, how would you view the restlessness of employees?
10. Distinguish between staff and line function.

**SECTION – B**

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

11. What is a Leadership grid? Explain the same with a diagram and mention different styles of leadership from the Grid.
12. Explain any one process or technique by which the Individual goals and Organizational goals can be aligned.
13. What are the skills required for an effective Public Relations practitioner?

14. Discuss the various forms of internal Communication.
15. What is Employee motivation? How is it different from Employee morale?
16. Can PR function be outsourced? What are all the advantages of having in house PR function for an Organization?
17. Discuss the role of trade unions in an organization.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:**

**(2 x 20 =40)**

18. Critically assess the contemporary practices of PR and its tactical and strategic uses in various Organizations.
19. People are not useless.. they are used less! Explain the validity of this statement for application in the field of Public Relations.
20. How would you apply the knowledge of HRM in the field of Public Relations?
21. As an expert of PR function, how would you utilize your expertise to root out drug abuse and alcoholism among Indian youths? Give an implementable action plan.

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