

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

SUBJECT CODE: 12PR/PC/ER34

M. A. DEGREE EXAMINATION, NOVEMBER 2014

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. What is Employee Relations?
2. What is Human Resource?
3. List the communication tools for internal public relations.
4. What are the most frequent reasons employees contact employee relations representatives?
5. How an employee acts as a PR person of an organisation?
6. Explain proprietary information with suitable example.
7. Explain the listening process.
8. Mention few medium to reach employees?
9. Explain the hierarchy of a Public Relations Department in an organization with a flowchart
10. What is in-plant system?

SECTION – B

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

11. Explain the functions of Public Relations practitioner.
12. Explain the role of Trade unions.
13. What are the components of leadership?
14. What is conflict management? How do you handle a strike?
15. Suggest three campaigns to develop the employee community.
16. Explain the concept behind every employee being a PR person.
17. Explain in detail the need for PR within the organisation.

SECTION – C

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

18. Explain in detail the major challenges in employee relations.
19. Explain the structure of Public relations and its collaborative and cooperative functions.
20. Explain the role of employee relations in assisting family issues.
21. Explain in detail the different channels of employee communication.
