

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

SUBJECT CODE: 12PR/PE/HM34

M. A. DEGREE EXAMINATION, NOVEMBER 2014
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 Organisational culture.
2. Differentiate Job description with Job specification.
3. List any 4 performance incentives given to employees.
4. What is meant by organizational Analysis?
5. What is vestibule Training?
6. List out the various career stages.
7. Mention the types of Organisational commitment?
8. Define Attitude.
9. Explain knowledge Management.
10. What is meant by Training Effectiveness?

SECTION – B

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

11. Explain the criteria for evaluating Training effectiveness.
12. Bring out the various steps involved in the process of career planning.
13. Describe the sources of recruitment.
14. Explain the Techniques of Job Analysis.
15. Bring out how attribution theory can be applied in an Organisation.
16. “Women can be exceptional leaders in today’s Organisation” – Justify.
17. Enumerate the different types of tests that are used in the selection process.
18. What are the limitations of performance Appraisal? Discuss.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 = 40)

19. List out the various content and process theories of motivation. Illustrate in detail one content and one process theory with examples from Organisation.
20. Shed light on Organisational and life stressors. What are the consequences of stress? Enumerate Organisational strategies on effective stress management.
21. Elaborate the various Techniques of performance Appraisal.
22. “As a public relations officers of your Organisation, you are assigned the task of a PR Exercise on HIV-AIDS Awareness among the general public. Explain your Strategies on planning and executing it.
