

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2006 – 07 & thereafter)

SUBJECT CODE: PR/PC/ER34

M. A. DEGREE EXAMINATION, NOVEMBER 2010
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. What are the staff and line roles in an organization?
2. What is a bulletin board?
3. What is an effective leadership for an employee?
4. Do we have to guard proprietary information?
5. Discuss the role of suggestion systems as found in employee communication?
6. Why is the need for good working relationship between labor and management?
7. Why do we find restless employees in organizations.
8. What are the functions of PR department in an organization concerning employees?
9. What are the benefits of involving employees families in festivals and fairs?
10. What are the challenges faced by an organization and its employees on account of Drug abuse and Alcoholism

SECTION – B

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

11. What are the various styles of leadership in different organizations?
12. Discuss negotiations and its role in solving problems between employees and management?
13. Discuss the role of outside PR consultant in labor matters versus inside PR staff?
14. Trace the various in plant communication systems existing in any industry?
15. What is conflict management? And how are strikes and lockouts handled efficiently?

16. What are the recent innovations developed in leadership? What is meant by worker's participation in management?
17. Describe the structure of PR department with a diagram, in an organization to deal with employees.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 x 20 =40)

18. Discuss the role of employee public in an organization and what are the key challenges of employee relations for a PR person?
19. What is the function of a PR person in the settlement of lockouts, strikes and other labor issues in an organization? Discuss.
20. Discuss the various channels of employee communication available in a modern day Indian organization.
21. Describe any five media used for internal communication to the employees by the PR department in any organization.
