

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

SUBJECT CODE: PR/PC/HM44

M. A. DEGREE EXAMINATION, APRIL 2009
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER : HUMAN RESOURCES MANAGEMENT FOR PUBLIC 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 Job description?
2. Describe performance incentive?
3. What is training needs analysis?
4. Why training evolution is important?
5. What is the use of community development activities?
6. Describe types of communication.
7. What is corporate image?
8. How will you involve employees in an education project?
9. What are the general issues faced by women employees in an organization?
10. What is organization structure? Illustrate.

SECTION – B

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

11. 'Right man in the right job' – discuss its implication for Human Resource Management.
12. Design a CSR project for a company and prepare a proposal along with budget for approval of management.
13. What is the meaning of Employee Engagement? How is a CSR Activity an engagement activity?
14. "Rules are for liberation" – explain the importance of policies and procedures for a company.

15. Explain the role of a Public Relations executive in maintaining a good corporate image.
16. 'Training is a process of organizational alignment' – elucidate.
17. How is a Human Resources Department a strategic function? Explain with examples.
18. Describe diversity and analyse the importance of respect for diversity in an organization.

SECTION – C

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

19. A good organization develops a community along with its own growth. Describe with an example.
20. Explain the process of training and develop any one module with program outline.
21. What are the methods of performance evaluation? Analyse the pros and cons of each method.
22. 'An organization is a miniature globe' – discuss the globalization issues and what are the measures an organization should take for addressing those issues.
