

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 2015
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. Who is an employee?
2. What is the definition of 'Management'?
3. What is in-plant system?
4. What are the common family issues faced by an employee?
5. Mention the different types of employees in an organisation?
6. Who is an effective leader?
7. Define proprietary information and give a suitable example?
8. What do you mean by LMR and briefly explain the same?
9. Mention any three campaigns to develop the employee community?
10. Who is called a 'Temporary employee'?

SECTION – B

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

11. How many management functions are there in an organisation and explain any one of them?
12. What are the various in-plant systems which can be made available and their usefulness to employees?
13. Who are the stake-holders in a company and explain the importance of any one of them?
14. Mention three points of advantages and disadvantages of having a union in an organisation?
15. If every employee acts as a PR person of an organisation, does the organisation need a Public Relations Dept., . Justify?
16. What are the responsibilities to Professional Employer Organisations to manage and handle?
17. How will you identify or spot the red flags of a restless or unhappy employee and state its effect on the environment of the employees?

SECTION – C

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

18. Evaluate and explain the benefits of listening process as an important tool of employee communication and internal public relations.
19. Should company intervene in family issues? Why? If yes, How to assist them? Explain
20. What do you mean by a conflict management? How to handle a strike as well as a lock-out in a company?
21. What are the important tools of communication for internal public relations and explain in brief about the same?
