

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted during the academic year 2008 – 09)

SUBJECT CODE: PR/PS/ER34

M. A. DEGREE EXAMINATION, NOVEMBER 2009

PUBLIC RELATIONS

THIRD SEMESTER

COURSE : SPECIALISATION

**PAPER : EMPLOYEE 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. Define 'collective bargaining'.
2. Differentiate between strike and lockout.
3. Customer delight is much talked about. But as a PRO give one way to bring about 'employee delight'.
4. Does a great product/service bring more revenues or a great workforce? Substantiate.
5. Draw an annual budget for employee relations activity with respect to revenues of the company.
6. What are the two different forms of announcing a settlement/contract agreement in the public?
7. Which type of industry require the highest degree of employee relation and why?
8. What is the most crucial aspect of employee relations? Explain with an example.
9. Employee relations begin and end in the PR department. Agree or disagree with reasons.
10. What do you understand by the term 'news blackout'.

SECTION – B

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

11. Maintaining work life balance is one of the key mandates for an organization and both HR and PR departments strive to achieve this. Briefly explain the difference in HR and PR departments approach to the same goal.
12. Employees are the first and best brand ambassadors for any organization. How will you, as a PR professional, try to inculcate this in the organization's environment?
13. Social networking sites, blogs, podcasts, webinars are some of the modern day tools available to PR professional. Explain each of the mentioned tools and elucidate how each of them can help in employee relations.
14. Employee relations are different for different industry verticals. Illustrate the difference between employee relations existing in a 'Call centre' and 'Telecom' company.
15. If you have been given the mandate to device one unique and Innovative tool/event in the area of employee community development, what would that be? Explain in details.
16. With organizations' key to survivals dependent on Top line and bottom line, how do employee relations contribute to each of the above.
17. With recession, downsizing in organization have become the rule of the day. With negative sentiments swelling inside and outside your organization, as a PRO how will you handle the situation?

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

18. A leading telecom company is facing huge financial crisis. Explain how the Head Public Relations department of the company can help in terms of 'Employee Relations'?
19. 'Charity begins at home'. With Corporate Social Responsibility (CSR) becoming the buzzword, elicit the ways and means a PRO fulfills this KRA (Key Responsibility Area).
20. Economic Times : 9/26/2009 : News article

Air India's 400 executive pilots threaten strike by reporting mass sick leave.

Submitted by Malini Ranade, ET correspondent.

Close on the heels of a recently –resolved Jet crisis, almost one-third of the pilots of the cash-strapped Air India (AI) threatened an indefinite strike, by reporting mass sick leave, in response to the management's Wednesday decision of a reduction in their salaries.

These 400 non-unionised pilots of the management cadre would likely be supported by their 800 unionised counterparts in the strike, which will affect AI flights. However, since the salary-cut is not an all-encompassing one, the pilots have still not arrived at a consensus about the strike call.

Question: With the recent spat of pilots going on strike, elaborate on how the PROs of the airline industry/company need to proactively initiate and innovate to help salvage the situation.

21. Define Organization communication. Highlight the various organizational structures and cultures.
