

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 2008
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER : HUMAN RESOURCES MANAGEMENT
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. What is training evaluation? Why is training evaluation important?
2. What is employee attrition? How will you calculate attrition? What are the advantages and disadvantages of employee attrition?
3. What is job rotation how is it different from job enrichment?
4. What is Assessment center and explain how Assessment center helps in finding the right candidate?
5. What is MBO? Describe how to set objectives with the help of MBO concept?
6. Describe importance of evaluation in training; explain how to conduct an effective evaluation?
7. No one can be motivated. We can only create conditions for motivation-discuss.
8. What are roles and responsibilities of Public Relations professional in an organization?
9. Elucidate the circumstances, which gives ways to reduce the communication gap and discuss how to address them.
10. Stress in organizations cannot be avoided it is a necessary evil to be managed-discuss.

SECTION – B

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

11. Describe scientific selection process and explain how important it is to select the right person for the right job.

12. How do you increase number of women employees in an organization? What are the steps you will undertake to impress the management to implement innovative methods of finding jobs for women employees?
13. Indian culture is different from Western and Eastern. Neither American management nor Japanese Management styles in Human Resources will work in India – discuss.
14. The organization grows when employees grow and vice-versa. Describe some development strategies for individuals in an organization and how the individual development should be tied to organizational growth.
15. Explain the steps involved in change management.
16. Describe at least three Motivation theories and discuss the pros and cons of such theories.
17. Discuss in detail the strategies for equal Opportunity employer branding.
18. What are the effects of globalization and how this has affected the employment status of the Indian worker?

SECTION – C

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

19. Organizations cannot grow unless they develop the community surrounding them- what is the background of this statement and give examples how the organization can benefit from such initiatives.
20. Organization culture plays a vital role in deciding organizational climate- Elucidate.
21. Performance Management is a key employee retention tool. If it is not handled properly it can prove otherwise. Describe the advantages and disadvantages of Performance management.
22. Describe a model CSR project for an organization for Education and Environment protection.
