SUBJECT CODE: 15PR/PE/HM14

M. A. DEGREE EXAMINATION, NOVEMBER 2016
PUBLIC RELATIONS
FIRST SEMESTER

COURSE   : ELECTIVE
PAPER   : PRESPECTIVES OF HUMAN RESOURCE MANAGEMENT IN
                 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 are the objectives of human resource management?
2. What is job design recruitment?
3. What is performance evaluation?
4. What is the need for employee training?
5. What is re-deployment?
6. Why is career management important?
7. State the importance of human factor.
8. What do you mean by E-HR?
9. List few extra-curricular PR activities for employees within the organisation.
10. "Selection is a negative process"- comment.

SECTION – B

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

11. Enumerate the roles and responsibilities of HR manager in an organisation.
12. Describe the needs, resistance and importance of training.
13. Explain the importance and nature of feedback system in an PR organisation.
14. What is understood by the term career? Explain the factor affecting individual career planning.
15. In your opinion, which of the HRM functions appears to be the most challenging to implement? Why?
16. Why is it necessary for the HRM area to clearly communicate to employees human resource policies?
17. Design an process for promoting internal candidates. How does the process differ from the
    one used for selecting external applicants?
18. What difficulties would an HRM executive face in assessing and then communicating the contribution of his or her area to the company profit margin?

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SECTION – C

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

19. Bring out the evolution of human resource management in PR in India?
20. Discuss various types of employment tests normally taken by the PR organisation.
21. Discuss the pros and cons of promotion policy based on merit, seniority and merit cum seniority.
22. You are starting a new PR agency, what phases would you go through to select your employees?

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