

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2015 – 2016 & thereafter)**

**SUBJECT CODE: 15PR/PC/ER34**

**M. A. DEGREE EXAMINATION, NOVEMBER 2017**  
**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. Define employee relations.
2. Why has there been a shift from industrial relations to employee relations?
3. What is collective bargaining?
4. Who are restless employees?
5. Define trade union.
6. Mention the attributes of a good organisational newsletter.
7. Distinguish between open door policy and stepladder policy for employee grievance handling.
8. How can an organisation encourage employees to provide feedback on company processes without fear of repercussions?
9. What is the role of the grapevine in organisational communication?
10. Define: a) strike b) lockout

**SECTION – B**

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

11. Write a note on the hierarchy of a public relations department and its role in an organisation.
12. Outline the challenges in the employer-employee relationship in the corporations of today.
13. What are the advantages and disadvantages of having written grievance policies and procedures as far as employee relations are concerned?
14. Consider the role of the PR department in bringing about beneficial relationships among employees in multi-cultural organisations such as multi-national corporations.
15. How can PR practitioners help employees cope with uncertainty and change such as during mergers, acquisitions and layoffs?
16. Examine workers' participation in management (WPM) in India, comparing it with global standards.
17. Describe the importance of the quality of work life in the contemporary context. How can organisations enhance the quality?
18. Explain the methods and mechanisms used to resolve industrial disputes.

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

19. Communication is very important in enhancing good employee relations. Discuss the various types of communication that would ensure that there is effective communication in the entire organization at all levels and indicate how these will create good employee relations.
20. Project managers at SBS Software Services are reluctant to accept women software developers in their teams as they perceive them as liabilities, citing safe transport provisions they must give them after long working hours, maternity leave, childcare absences, etc. Male software developers also seem to resent the presence of women co-workers, saying they are burdened with extra work when female colleagues avail maternity leave. As a PR manager, devise a communication strategy to combat these perceptions that lead to inefficiencies in the usage of human resources.
21. What are some HR issues that can emerge in a virtual organisation, i.e., an organisation that encourages telecommuting, remote working, etc.? How can strategic communications help to overcome such issues? Explain with communication samples where applicable.
22. Employee retention is often a challenge in this era of globalisation and plentiful job opportunities. Delineate some employee welfare strategies that can help to retain employees and ensure a productive workforce.

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