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(Printed Pages 3)

Roll. No. _____

MS-3162

M.B.A. (H.R. & I.R.) (Semester-IV)

Examination, 2015

(Human Resource Development, Training
& Skills in Public Relations)

(HR-042)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.1
is compulsory. Attempt one question
from each Unit.

1. Write short notes on the following:

(a) S-O-B-C Model 3 × 10 = 30

(b) PR transfer Model

(c) Types o knowledge

(d) Differentiate Training, Development and
Education.

(e) Media of Advertising

(f) PR Consultancy.

P.T.O.

(2)

- (g) Principles of learning.
- (h) Audio Visual aids.
- (i) T-Group Training.
- (j) Communication process.

Unit-I

- 2. Discuss the concept and significance of Human Resource Development. How is HRD different from Human Resource Management?
10
- 3. What are the major steps in the development of a Training Programme? Describe the steps in detail.
10

Unit-II

- 4. Highlight the different theories of Learning and also explain how these theories facilitate understanding of human learning process for developing competencies.
10
- 5. What is the relationship among the few levels of evaluation? Why is evaluation of training and development programme necessary for organisation?
10

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Unit-III

- 6. Define 'Public' and also discuss the various types of public with whom organisations strive to have mutual understanding and beneficial relationship.
10
- 7. Discuss the various activities and attributes enlisted in the process of Public Relations.
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Unit-IV

- 8. highlight the characteristics, relevance and peculiarities of Television and Radio respectively.
10
- 9. What does the organisation intends to achieve by producing a House Journal. Bring out the purpose and types/of House Journals.
10

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