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Register Number:

DATE: 05-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 560027**

**M.A ADVERTISING AND PUBLIC RELATIONS – III SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in February-March 2022)

**APR PDS 9119 - Organizational Structure and Behavior**

**This paper contains TWO printed pages and THREE parts**

Time: 2 ½ hrs. Max Marks: 70

1. **Answer ALL of the following in 60 words each. (10x2= 20 marks)**
2. Using Maslow’s Hierarchy of needs, define the organisation structure of an organisation.
3. Identify a leadership style that works in a crisis and explain why you have chosen this style.
4. What are the five elements of Kaizen?
5. Is population ecology a useful study in organisations? Elaborate.
6. What do you think is an important trend emerging that was missing in organisations?
7. What is a better working model for organisations – Inhouse or an Agency PR structure?
8. What do you mean by Transactional awareness?
9. What is Organisational Change?
10. What is the cornerstone of Interdepartmental Coordination?
11. What is the impact of Technology on the HR function in organisations?
12. **Answer any THREE questions in 250 words each (3x10=30 marks)**
13. Explain Organisation culture.
14. Critically evaluate Diversity Vs. Skill in organisations.
15. Do organisations need structure? Elaborate.
16. Why is Innovation important for organisations of the future?
17. Why is internal communication important and how does the PR team help organisations achieve this?
18. **Answer any ONE of these case studies in 500 words (1x20=20 marks)**
19. Company X is an established multinational agency (more stable than a start-up but less so than an established organisation) which has a 30% diversity target. Company X’s Indian counterpart is lagging behind at 10% and has now has taken up the goal of hiring more diverse talent. The internal selection committee is biased towards male employees (being all males themselves) who they feel work better than female employees. The organisation has a 50 hour work week (10 hours a day) which the selection committee feels that female employees are not suited. However, the organisation has excellent benefits and have no cases of female employees quitting because of long hours of work.

**You are the CEO in-charge of bringing about this change. Creatively find the ways in which you can affect change in the selection committee and ensure the target is met using one management style, one leadership style, and interdepartmental coordination.**

1. You are a part of the PR team handing a crisis in the number of ex-employees posting disparaging remarks on Glassdoor on your organisation – AIP Technologies. AIP Technologies have recently downsized and had to layoff of 50 employees. The organisation has taken all steps to be fair by ensuring they have the right resources such as talent agencies to help the exiting employees get other jobs, paying a substantial severance and giving ample notice. The exiting employees have all signed Non-Disclosure Agreements but since Glassdoor is an anonymous platform you are unable to identify the people who are posting. However, the timing of the posts gives you ample proof that it is the laid-off employees.

**How would you contain the damage and what are the steps you will take both internally and externally?**

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