



AC-2709

Second Year B. Com. (Sem. IV) Examination

April / May – 2015

Management : Paper - IV

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दशांशविक निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="Second Year B. Com. (Sem. IV)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Management : Paper - IV"/>	<input type="text"/>
Subject Code No. : <input type="text" value="2"/> <input type="text" value="7"/> <input type="text" value="0"/> <input type="text" value="9"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

(2) Question one is compulsory.

(3) Figures to the right indicate marks.

1 Answer in brief :

10

(1) What do you mean by public Relations?

(2) What do you mean by ethics?

(3) What do you mean by employee welfare?

(4) What do you mean by non statutory welfare activities?

(5) What do you mean by safety?

2 Explain the principles and ethics of public relations.

13

OR

Explain the origin and growth of public relations.

What are the recent trends in the area of public Relations?

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1

[Contd...

- 3 What do you mean by learning objectives? Explain the merits and demerits of welfare measures. 13

OR

Explain the various types of welfare activities. How there welfare activities are administrated ?

- 4 Write short notes: (any two) 14
- (i) Acquired Immune Deficiency syndrome.
 - (ii) Alcoholism and drug abuse
 - (iii) Types of accidents
 - (iv) Job stress.