



DMM-2709
Second Year B. Com. (Sem. IV) Examination
March / April - 2016
Management - IV
(New Course)

Time : Hours]

[Total Marks : 50

Instructions :

(1)

<p>नीचे दशांशवैक निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : Second Year B. Com. (Sem. IV)</p> <p>Name of the Subject : Management - IV (New Course)</p> <p>Subject Code No. : <input type="text" value="2"/> <input type="text" value="7"/> <input type="text" value="0"/> <input type="text" value="9"/> Section No. (1, 2.....): <input type="text" value="Nil"/></p>	<p>Seat No. : <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; width: 100%;">Student's Signature</div>
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- (2) All Questions are compulsory.
(3) Figures to the right indicate full marks of the question.

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| 1 | Answer in Brief : | 10 |
| | (1) What is meant by Public Relations ? | |
| | (2) List down types of Accidents. | |
| | (3) What is grievance redressal ? | |
| | (4) List any three measures taken by Government for women safety. | |
| | (5) What is safety ? | |
| 2 | (a) Discuss recent trends in Public relations. | 7 |
| | (b) Outline importance of public relations in the field of management. | 6 |

OR

- 2** What is Employee welfare ? Discuss the merits & demerits of Employee welfare measures. **13**

- 3** (a) Write a note on wage discrimination in male and females workers. **7**
- (b) What do you mean by health ? How does physical health differ from mental health ? **6**

OR

- 3** What are the objectives of safety? What types of safety programmes are conducted in an organization ? **13**
- 4** Write Short Notes : (any **two**) **14**
- (1) AIDS
- (2) Ethics in Public relations
- (3) Sexual Harassment Cell.
