**B.Com. (CS) DEGREE EXAMINATION, NOVEMBER 2017.**

**III Year —VI Semester**

**Core Elective- Paper II - INDUSTRIAL LAW AND PUBLIC RELATIONS**

**Time : 3 Hours Max. Marks : 75**

**SECTION A – (10 × 2 = 20 marks)**

**Answer any *TEN* questions**

1. Define Factory.
2. What is cleanliness?
3. What are the major reasons for industrial disputes
4. What is retrenchment?
5. Define strike.
6. Define public relations.
7. What is Propaganda?
8. What is Campaign?
9. Mention the scope of public relations.
10. Trace the growth of newspapers in India.
11. State the Budgeting for public relations.
12. Write a note on visual media.

**SECTION B – (5 × 5 = 25 marks)**

**Answer any *FIVE* questions**

1. Mention the various measures of employees health.
2. Explain the rules as to the regulation of hours of work of adult workers in a factory.
3. Explain the prohibition of strikes and lock out in industrial disputes act, 1947.
4. Examine the salient features of minimum wages Act.
5. State the elements of public relations.
6. Explain the importance of PROs.
7. Bring out the functions of public relations of department.

**SECTION C – (2 × 15 = 30 marks)**

**Answer any *TWO* questions**

1. Discuss the Rules relating to annual leave with wages.
2. Discuss the procedure of fixing minimum wages. What is thecomposition of such minimum rates of wages under Minimum WagesAct,1948.
3. Explain the various types of public relations.
4. Discuss the different types of radio commercials with examples

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