



Name :

Roll No. :

Invigilator's Signature :

CS/HM/SEM-6/BHM-601/2013

2013

PUBLIC RELATIONS

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct answer for the following : $10 \times 1 = 10$

i) Public Relations deal with

- a) Transmission of messages
- b) Spreading rumours
- c) Irrelevant issues
- d) Only Govt. issues.

ii) Public Relations deal with

- a) the people
- b) the Govt. officials
- c) the elite people
- d) the family men only.

iii) PR is a /an

- a) planned approach
- b) descriptive approach
- c) unplanned approach
- d) none of these.



- iv) Major PR activities involve
 - a) Lobbying and Counselling
 - b) Counselling and Planning
 - c) Lobbying and Marketing
 - d) None of these.
- v) Teleological ethics refer to
 - a) Humanitarian approach
 - b) Utilitarian approach
 - c) Scientific approach
 - d) All of these.
- vi) The function of the P.R.O. is to
 - a) report directly to the chief executive
 - b) maintain the independence
 - c) report to any office
 - d) do all administrative works.
- vii) The full form of IPRA is
 - a) Indian Public Relations Agency
 - b) Indian Public Relations Association
 - c) International Public Relations Agency
 - d) International Public Relations Association.



- viii) The full form of PIB is
- a) Paid Information Board
 - b) Public Information Board
 - c) Press Information Bureau
 - d) Publicity Information Board.
- ix) Who is the Father of modern Public Relations ?
- a) Edward L Berneys b) Sam Black
 - c) Ivy Lee d) Philip.
- x) PR ethics in hospital say
- a) Billing comes first
 - b) Patient is important
 - c) No admission without initial payment
 - d) Free beds must be available for the financially weak.

GROUP – B

(Short Answer Type Questions)

Write short notes on any *three* of the following.

$$3 \times 5 = 15$$

- 2. Propaganda.
- 3. PR counselling.
- 4. Promotional Tools for Hospitals.
- 5. "Vox populi Vox die "
- 6. Media Relations.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What is advertising ? Distinguish between PR and Advertising. How is advertising related to marketing ?

$3 + 7 + 5$

8. Discuss the location, organization and functions of Public Relations department in a big hospital.

9. Describe the role of PRO in managing crisis and event in hospital. How is PR important in maintaining patient relation ?

10. Suppose you are a PRO of ABC Hospital. How do you organize a press conference for the Hospital ? What will be your steps ?

11. Define Public Relations. Who are the publics in a hospital ? What are the reasons for poor PR in a hospital ? Who are responsible for the development of PR in a hospital ? How to improve it ?

$2 + 3 + 4 + 2 + 4$

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