Name :	
Roll No. :	In Agence (17 Carning and Excland
Invigilator's Signature :	

CS/HM/SEM-6/BHM-601/2011 2011 PUBLIC RELATION

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 alternatives for the following :

 $10 \times 1 = 10$

- i) Public Relations deal with
 - a) transmission of messages
 - b) spreading rumours
 - c) irrelevant issues
 - d) only government issues.
- ii) Public Relations deal with
 - a) people b) Govt. officials
 - c) elite people d) family men only.

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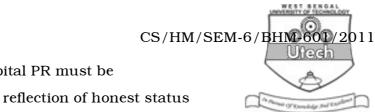
- iii) PR is a
 - a) planned aproach
 - c) unplanned approach d)
- iv) Major PR activities involve
 - a) Lobbying & Counselling
 - b) Counselling & Planning
 - c) Lobbying & Marketing
 - d) none of these.
- v) Teleological ethics refer to
 - a) humanitarian approach
 - b) utilitarian approach
 - c) scientific 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) Advertising is necessary for while PR is necessary for
 - a) Information, image building
 - b) Publicity, diplomacy
 - c) Marketing, communication
 - d) Awareness, action.

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none of these.

b)



- b) free from ambiguity
- must have coherence between expressed ideas and c) action
- simple. d)

viii) Hospital PR must be

a)

- PR ethics in hospital says ix)
 - a) billing comes first
 - b) patient is important
 - c) no admission without initial payment
 - d) free beds must be available for the financially weak.
- Good PR is good image which is attained through X)
 - a) hoardings at strategic positions
 - propaganda to build an attitude b)
 - c) proper service at the right moment
 - d) appeasing political parties and pressure groups.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

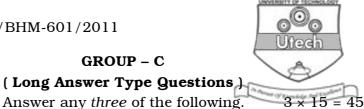
- 2. Distinguish between PR and Propaganda.
- 3. As a PR person how will you establish good relation with the patients in your hospital?
- 4. Comment on the role of PR in maintaining good relations with the Government and political parties.
- 5. Discuss in brief the evolution and growth of PR.
- What do you understand by Promotional Tools? 6.

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- 7. Explain your views on the role of PR in crisis management in hospital.
- 8. Media reports : Admission denied to a patient due to inability to pay the entire admission fee.

Hoarding outside the hospital reads : We are always at your service.

As a PR person of the hospital how do you explain both cases when asked by the Minister for Health of the state.

- 9. Define PR. Who are the 'public' in a hospital ? Who are responsible for the development of PR in a hospital ? How can it be improved ? 2 + 2 + 4 + 7
- 10. Define advertising. State the differences between Advertising and Public Relation.
- 11. Explain the emerging trends in PR. What is your idea about organizing a press conference for a 200 bed hospital.

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