	<u>Unean</u>
Name:	A
Roll No.:	To plante Of Complete Staff Confident
Inviailator's Sianature :	

# 2012 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.

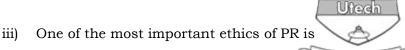
# GROUP - A ( Multiple Choice Type Questions )

1. Choose the correct alternatives for the following:

 $10 \times 1 = 10$ 

- i) Doordarshan is a major media unit of
  - a) Ministry of sports
  - b) Ministry of Information & Broadcasting
  - c) Ministry of External Affairs
  - d) Ministry of Defence.
- ii) Hospital PR must be
  - a) reflection of honest status
  - b) free from ambiguity
  - c) must have coherence between expressed ideas and action
  - d) none of these.

SS-201 [Turn over



- a) practice
- b) goodwill

c) faith

- d) industrial relations.
- iv) PCI stands for
  - a) Press Communication of India
  - b) Press Committee of India
  - c) Press council of India
  - d) Press Council Institution.
- v) In a hospital the main responsibility of the PR department is assigned to
  - a) CEO
  - b) Financial Manager
  - c) Marketing manager
  - d) Personnel manager.
- vi) "Vox populi Vox die" means
  - a) Publicity is necessary
  - b) voice of people is the voice of God
  - c) Voice of God is the Voice of people
  - d) Public relations does not work.
- vii) The full form of DAVP is
  - a) Division of Audio-visual Publicity
  - b) Division of Advance Video Publicity
  - c) Directorate of Advertising & Visual Publicity
  - d) Directorate of Audio Visual Publicity.

- viii) The first length book on Public Relations (Crystallizing Public Opinion) was written by
  - a) John Philips
- b) Edward L. Berneys
- c) Jack Trout
- d) Thomas Jefferson.
- ix) The first actual use of the phrase "Public Relations" is thought to have been made in the year
  - a) 1907

b) 1707

c) 1807

- d) 1829.
- x) Modern Public Relations as practised today is phenomenon of
  - a) 17<sup>th</sup> Century
- b) 18th Century
- c) 19th Century
- d) 20th Century.

#### GROUP - B

## (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. What are the factors responsible for poor Public Relations in an Organization especially in a Hospital?
- 3. State the Qualities of Public Relations officer.
- 4. How can a Public Relations department maintain good relation with the press?

- 5. What is crisis? As a Public Relations officer how could you manage crisis in a hospital?
- 6. State the difference between Advertising and Public Relations.

### **GROUP - C**

## (Long Answer Type Questions)

Answer any three of the following:

 $3 \times 15 = 45$ 

- 7. Suppose you are a PRO of a hospital. This hospital is going to organise a day-long seminar. As a PRO of this organization what are the functions you have to organise and how would you execute your functions?
- 8. What are the functions of PR department? Discuss very briefly the process of public relations. 7 + 8
- 9. How are ethics related to PR? Discuss brief history of PR.7 + 8
- 10. Write short notes on the following:

 $3 \times 5$ 

- a) PR Laws
- b) PR counselling
- c) Employee Relation.
- 11. Describe the role of media in maintaining good PR. Enumerate the role of agency in case of PR.

SS-201 4