



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/HM/SEPARATE SUPPLE/SEM-6/BHM-601/2011**

**2011  
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 alternatives of 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
  - a) Planned Approach      b) Descriptive Approach
  - c) Unplanned Approach    d) None of these.
- 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) PR Agencies arrange for
  - a) Press conference      b) Trade fairs
  - c) informal dinners      d) all of these.
- viii) ..... coined the phrase "Public Relation".
  - a) Ivy Lee                      b) Barnays
  - c) T. Jefferson                d) Shakespeare.



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8. Explain the emerging trend in PR. What is your idea about organizing a Press Conference for a 200 bedded hospital ?
  9. What are the responsibilities of a PRO regarding a conference to be held in a hospital ?
  10. Discuss the historical evolution of Public Relation.
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