



Name :
Roll No. :
Invigilator's Signature :

CS/HM/SEP. SUPPLE/SEM-6/BHM-601/2012

**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 × 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.



- iii) One of the most important ethics of PR is
- 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) 17th 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 × 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 × 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.