



Name :

Roll No. :

Invigilator's Signature :

**CS/HM/SEM-6/BHM-601/2010
2010**

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 for the following :

10 × 1 = 10

- i) All India Rado – Akashvani is a major media unit of
 - a) Ministry of External Affairs
 - b) Ministry of Sports
 - c) Ministry of Information & Broadcasting
 - d) Ministry of Defence.
- ii) Public Relations is
 - a) paid and continuous affair
 - b) non-paid and continuous affair
 - c) paid and unintentional affair
 - d) non-paid, delebarate, continuous and sustained affair.

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- iii) The full form of PIB is
- a) Publicity Board of India
 - b) Press Information Bureau
 - c) Public Information Board
 - d) Publicity Information Board.
- iv) The full form of PRSI is
- a) Public Relations Society of India
 - b) Public Relations Society in India
 - c) Publicity Related Service in India
 - d) Public Related Service in India.
- v) Modern Public Relations as practised today is a phenomenon of
- a) 17th century
 - b) 18th century
 - c) 19th century
 - d) 20th century.
- 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 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.
- viii) The first full 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 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.
- x) 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.



GROUP – B

(Short Answer Type Questions)

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

2. "Advertising is a tool of Public Relations but PR is not a tool of advertising." Explain and justify your statement.
3. Distinguish between Public Relations and Advertising.
4. Define organizational structure of PR department in hospitals.
5. What are the factors of poor public relations in hospitals ?
6. Define PR agencies.

GROUP – C

(Long Answer Type Questions)

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

7. What do you understand by promotion ? Discuss different elements of promotional mix. $5 + 10$
8. What is marketing ? How is public relation correlated with marketing ? $5 + 10$
9. Suppose you are a PRO of a hospital. The 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 ?
10. What are the functions of PR department ? Discuss very briefly the process of public relations. $7 + 8$
11. How are ethics related to PR ? Discuss brief history of PR. $7 + 8$