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# 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:

 $10 \times 1 = 10$ 

- 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.

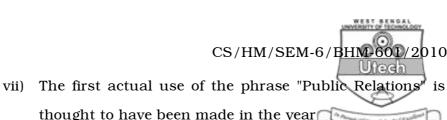
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- iii) The full form of PIB is
  - a) Publicity Board of India
  - b) Press Information Bureau
  - c) Public Information Board
  - d) Publicity Information Board.
- iv) The full form of PRSI is
  - a) Public Relations Society of India
  - b) Public 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.

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- thought to have been made in the year
  - 1907 a)

b) 1707

c) 1807

- d) 1829.
- viii) The first full length book on Public Relations ( Crystallizing Public Opinion ) was written by
  - John Philips a)
  - 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.
- The full form of DAVP is X)
  - Division of Audio Visual Publicity a)
  - b) Division of Advance Video Publicity
  - Directorate of Advertising & Visual Publicity c)
  - d) Directorate of Audio Visual Publicity.

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# (Short Answer Type Questions)

Answer any three of the following.



- 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

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