	<u>Uiteah</u>
Name:	\$
Roll No.:	As Paramoto and Explored
Inviailator's Sianature:	

### 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.

SS-88 [Turn over

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

- PR is a iii) a) Planned Approach b) c) Unplanned Approach d) None of these. iv) Major PR activities involve Lobbying & Counselling a) b) Counselling & Planning Lobbying & Marketing c)
- Teleological ethics refer to v)

None of these.

d)

- Humanitarian approach a)
- Utilitarian approach b)
- Scientific approach c)
- All of these. d)
- The function of the P.R.O is to vi)
  - report directly to the chief executive a)
  - maintain the independence b)
  - report to any office c)
  - do all administrative works. d)
- PR Agencies arrange for vii)
  - 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.



- ix) ..... had its origin of PR
  - a) India

- b) Sweder
- c) Australia
- d) None of these.
- x) PCI stands for
  - a) Press Communication of India
  - b) Press Committee of India
  - c) Press Council of India
  - d) Press Council Institution.

#### **GROUP - B**

#### (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. What is the difference between Propaganda and Public Relations?
- 3. How can PR overcome crisis management in hospital?
- 4. State the qualities of a PRO.
- 5. Distinguish between PR and Advertising.

#### GROUP - C

#### (Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$ 

- 6. Briefly describe the stages of a Public Relation Programme.
- 7. Discuss the ethics and challenges of Public Relations.

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

- 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.

SS-88 4