Name :	
Roll No. :	A Areas (1' Exception and Exception)
Invigilator's Signature :	

CS/HM/SEM-6/BHM-601/2012 2012 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) "Vox Populi vox dei" means
 - a) publicity is necessary
 - b) voice of people is voice of God
 - c) voice of God is voice of people
 - d) public relations does not work.
 - ii) The function of 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.

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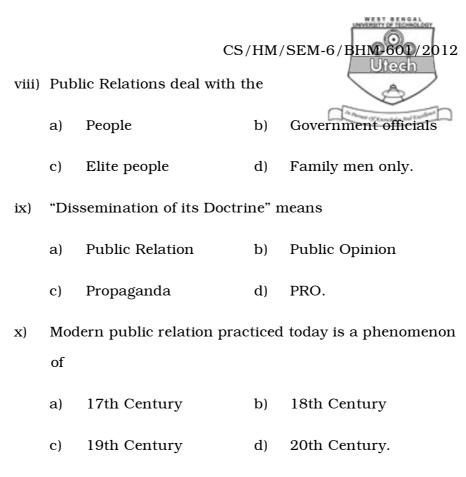
- iii) Public Relation deal with
 - a) People
 - c) Elite people
- iv) Hospital PR must be
 - a) reflection of honest status
 - b) free from ambiguity
 - c) must have coherence between expressed ideas and action

b)

- d) simple.
- v) PR ethics in hospital says
 - a) billing comes first
 - b) patient is important
 - c) no admission without initial payment
 - d) free beds must be available for the financially weak.
- vi) The full form of IABC
 - a) International Association of Business Communication
 - b) Information Association of Business Communication
 - c) Indian Association of Business Communication
 - d) None of these.
- vii) Advertising is necessary for while PR is necessary for
 - a) information, image building
 - b) publicity, diplomacy
 - c) marketing, communication
 - d) awareness, action.

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- Govt. officials
- d) Family men only.



GROUP – B

(Short Answer Type Questions)

Write short notes on any three of the following.

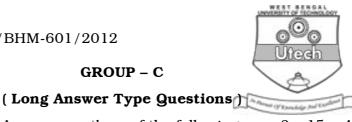
 $3 \times 5 = 15$

- 2. Ethics and PR.
- 3. RNI.
- 4. PR Counselling.
- 5. PR Laws.
- 6. Employees Relations.

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GROUP – C

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

- 7. What do you mean by media relations ? As a PR professional, why do you need to maintain good relation with the media houses? 5 + 10
- 8. What do you understand by promotion ? Discuss different elements of promotional mix ?
- 9. What is marketing? How does PR correlated with marketing.
- 10. "Patients and Patient Parties can be best tackled by PRO" Justify.
- 11. Discuss elaborately PR planning and implementation ? What are the different PR principles ?

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