



Name :

Roll No. :

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.



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



viii) Public Relations deal with the

- a) People
- b) Government officials
- c) Elite people
- d) Family men only.

ix) "Dissemination of its Doctrine" means

- a) Public Relation
- b) Public Opinion
- c) Propaganda
- d) PRO.

x) Modern public relation practiced today is a phenomenon of

- a) 17th Century
- b) 18th Century
- c) 19th Century
- d) 20th Century.

GROUP – B

(Short Answer Type Questions)

Write short notes on any *three* of the following.

3 × 5 = 15

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

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GROUP – C

(Long Answer Type Questions)

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

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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