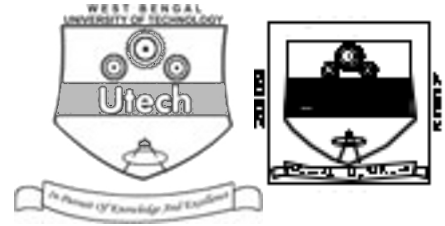


**CS / HM / (Supple) / SEM-6 / BHM-601 / 09
PUBLIC RELATION (SEMESTER - 6)**



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS / HM / (Supple) / SEM-6 / BHM-601 / 09
ENGINEERING & MANAGEMENT EXAMINATIONS, AUGUST - 2009
PUBLIC RELATION (SEMESTER - 6)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group - A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups - B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group - B** are Short answer type. Questions of **Group - C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

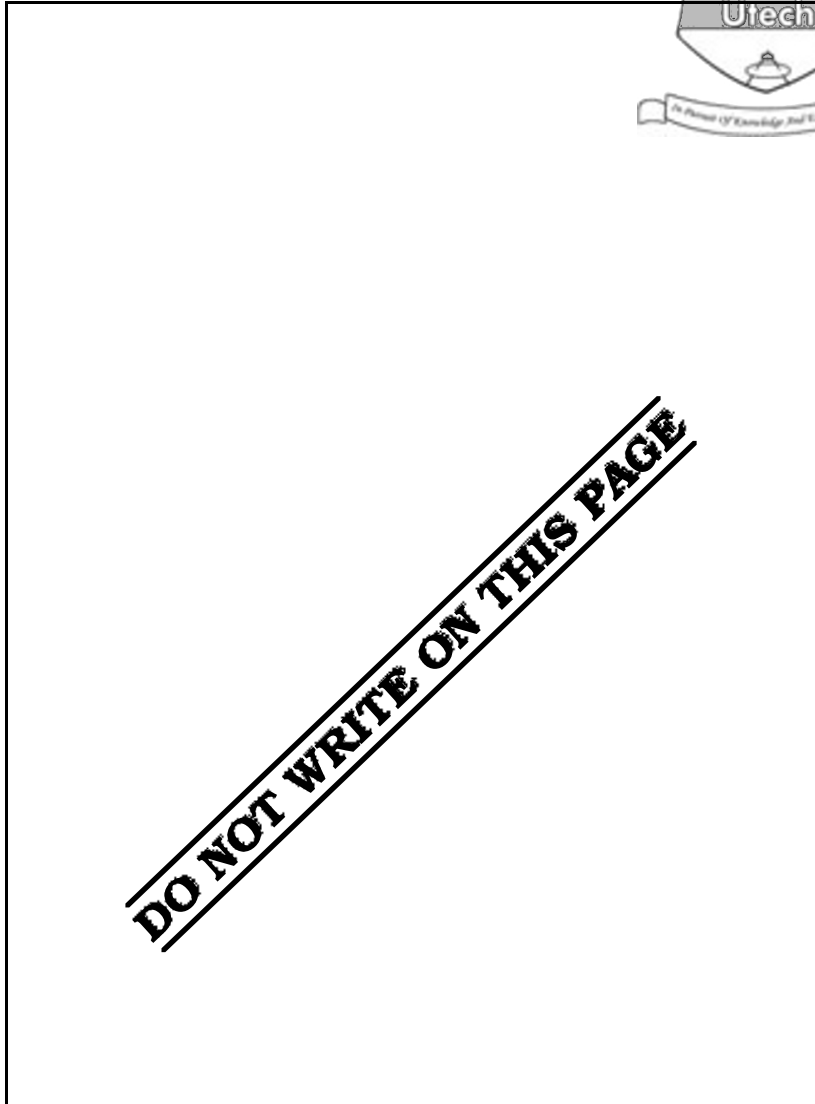
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group - A					Group - B					Group - C					Total Marks	Examiner's Signature
Marks Obtained																	

.....
Head-Examiner / Co-Ordinator / Scrutineer

S-54003 (17/08)





CS/HM/(Supple)/SEM-6/BHM-601/09
PUBLIC RELATION
SEMESTER - 6



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 ∞ 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.

iii) PR is a

a) planned approach b) descriptive approach

c) unplanned approach d) none of these.

iv) Major PR activities involve

a) Lobbying & Counselling b) Counselling & Planning

c) Lobbying & Marketing d) None of these.



v) Teleological ethics refer to

a) Humanitarian approach

b) Utilitarian approach

c) Scientific approach

d) All of these.



vi) The function of the 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.

vii) "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.

viii) 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.

ix) 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.



x) 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.



xi) 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 ∞ 5 = 15

2. PR is a management function whereas advertising is a marketing function. How ?
3. Distinguish between PR & Propaganda.
4. As a PR person how will you establish good relation with the patients in your hospital ?
5. Comment on the role of PR in maintaining good relations with Government & Political parties.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.



3 × 15 = 45

6. Discuss the History of Public Relations. Comment on PR Laws. 10 + 5
7. Explain the concept of PR as management function. Share your thoughts about organizing a press conference for a hospital. 5 + 10
8. Discuss the role and scope of PR in the context of hospital. 15
9. What are the essential qualities of a PRO ? Explain the functions of a Public Relations Officer in any leading hospital. 7 + 8
10. Explain your views on the role of PR in Crisis Management in hospital. 15

END