	Utech
Name:	
Roll No.:	In Physical Chi Exemple for East Explored
Invigilator's Signature :	

CS/HM/SUPPLE/SEM-6/BHM-601/2010 2010

PUBLIC RELATION

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:

 $10 \propto 1 = 10$

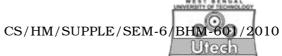
- i) "Public Relation is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public."

 Who said this?
 - a) Ivy Lee
 - b) Thomas Jefferson
 - c) Edward L. Barnays
 - d) Sam Black.

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ii)	In dep	a hospital the mair artment is assigned to	ı res	ponsibility of the PR
	_			A Annual (V Executing 2nd Execution)
	a)	CEO	b)	Financial Manager
	c)	Marketing Manager	d)	Personnel Manager.
iii)	Public Relation Society of India (PRSI) was formed which year and where ?			
	a)	1958, Bombay	b)	1955, Madras
	c)	1960, Calcutta	d)	1947, Delhi.
iv)	The country/continent where PR had its origin is			
	a)	Australia	b)	U.S.A.
	c)	India	d)	Europe.
v)	The full form of DAVP is			
a) Division of Audio Visual Publicity				blicity
	b) Division of Advance Video Publicity			
	c) Directorate of Audio Visual Programme			Programme
	d) Directorate of Audio Visual Publicity.			
vi)	Who used the phrase 'Public Relation'?			
	a)	Thomas Jefferson	b)	Ivy Lee
	c)	Edward L. Barnays	d)	Mahatma Gandhi.
vii)	'Dissemination of Doctrines' means			ans
	a)	Public relations	b)	Public opinion
	c)	Propaganda	d)	PRO.



viii) One of the most important ethics of PR is

- a) Practice
- b) Goodwill

c) Faith

d) Industrial relations.

- ix) PR is a/an
 - a) marketing
- b) financial
- c) managemnt
- d) operational function.
- x) The full form of PRCA is
 - a) Public Relations Consultants
 - b) Public Relations Counsellor Associastion
 - c) Public Relations Counsellor Academy
 - d) None of these.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

 $3 \propto 5 = 15$

- 2. State the qualities of Public Relation Officer.
- 3. What is Crisis? As a PRO how could you manage crisis in a hospital?
- 4. Write short notes on history of Public Relation.
- 5. Distinguish between PR and Advertising.
- 6. What are the factors of poor PR in hospitals?

GROUP - C



Answer any three of the following.



- 7. What is Marketing? How is public relation correlated with marketing?
- 8. a) How are ethics related to PR?
 - b) Discuss in brief evolution and growth of PR. 5 + 10
- 9. What do you understand by Promotion ? Discuss different elements of promotional mix.
- 10. Suppose you are a PRO of a hospital. This 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? 7+8
- 11. What are the functions of PR department? Discuss very briefly the process of public relations. 7+8

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