



Name : .....

Roll No. : .....

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 × 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.





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.  $3 \times 5 = 15$

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**

**( Long Answer Type Questions )**

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

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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