



Name :

Roll No. :

Invigilator's Signature :

CS/HM/SEM-6/BHM-601/2011

2011

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 Relations deal with

- a) transmission of messages
- b) spreading rumours
- c) irrelevant issues
- d) only government issues.

ii) Public Relations deal with

- a) people
- b) Govt. officials
- c) elite people
- d) 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) Advertising is necessary for while PR is necessary for
 - a) Information, image building
 - b) Publicity, diplomacy
 - c) Marketing, communication
 - d) Awareness, action.



- viii) Hospital PR must be
- reflection of honest status
 - free from ambiguity
 - must have coherence between expressed ideas and action
 - simple.
- ix) PR ethics in hospital says
- billing comes first
 - patient is important
 - no admission without initial payment
 - free beds must be available for the financially weak.
- x) Good PR is good image which is attained through
- hoardings at strategic positions
 - propaganda to build an attitude
 - proper service at the right moment
 - appeasing political parties and pressure groups.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- Distinguish between PR and Propaganda.
- As a PR person how will you establish good relation with the patients in your hospital ?
- Comment on the role of PR in maintaining good relations with the Government and political parties.
- Discuss in brief the evolution and growth of PR.
- What do you understand by Promotional Tools ?

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. Explain your views on the role of PR in crisis management in hospital.
 8. Media reports : Admission denied to a patient due to inability to pay the entire admission fee.

Hoarding outside the hospital reads : We are always at your service.

As a PR person of the hospital how do you explain both cases when asked by the Minister for Health of the state.
 9. Define PR. Who are the 'public' in a hospital ? Who are responsible for the development of PR in a hospital ? How can it be improved ?

2 + 2 + 4 + 7
 10. Define advertising. State the differences between Advertising and Public Relation.
 11. Explain the emerging trends in PR. What is your idea about organizing a press conference for a 200 bed hospital.
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