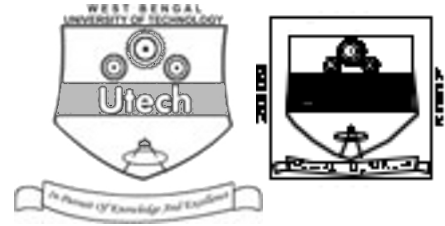


PUBLIC RELATIONS (SEMESTER - 6)

CS/HM/SEM-6/BHM-601/09



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/SEM-6/BHM-601/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
PUBLIC RELATIONS (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

6627 (03/06)



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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
PUBLIC RELATIONS
SEMESTER – 6



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) A public relations officer should be a member of
- a) Management team b) Department
- c) Board of Directors d) None of these.
- ii) Modern public relations practiced today is a phenomenon of
- a) 17th century b) 18th century
- c) 19th century d) 20th century.
- iii) The full form of PIB is
- a) Paid Information Board
- b) Public Information Board
- c) Press Information Bureau
- d) Publicity Information Board.
- iv) The common function of Advertisement & Public Relation is
- a) quality of service b) industrial relations
- c) increase goodwill d) customer creation.



v) "Dissemination of Doctrines" means

- a) Public relations
- b) Public opinion
- c) Propaganda
- d) PRO.



vi) One of the most important ethics of PR is

- a) Practice
- b) Goodwill
- c) Faith
- d) Industrial relations.

vii) PR is a

- a) marketing
- b) financial
- c) management
- d) operational function.

viii) The full form of PRCA is

- a) Public Relations Consultants
- b) Public Relations Counsellor Association
- c) Public Relations Counsellor Academy
- d) None of these.

ix) IPR stands for

- a) International Public Relations
- b) Institute of Public Relations
- c) Internal Public Relations
- d) None of these.

x) Who used the phrase "Public Relation" ?

- a) Thomas Jefferson
- b) Ivy Lee
- c) Edward L. Barnays
- d) Mahatma Gandhi.

**GROUP – B****(Short Answer Type Questions)**

Answer any *three* of the following questions.

3 × 5 = 15



2. What are the factors responsible for poor public relations in an organization especially in a hospital ?
3. State the qualities of Public Relations Officer.
4. How can public relations department maintain good relation with the press ?
5. What is crisis ? As a Public Relations Officer how could you manage crisis in a hospital ?
6. State the difference between Advertising and Public Relations.

GROUP – C**(Long Answer Type Questions)**

Answer any *three* of the following questions.

3 × 15 = 45

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

END