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Name:	\$
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Inviailator's Sianature:	

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

2011 PUBLIC RELATIONS

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 of the following: $10 \times 1 = 10$
 - 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.

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- PR is a iii) a) Planned Approach b) c) Unplanned Approach d) None of these. iv) Major PR activities involve Lobbying & Counselling a) b) Counselling & Planning Lobbying & Marketing c)
- Teleological ethics refer to v)

None of these.

d)

- Humanitarian approach a)
- Utilitarian approach b)
- Scientific approach c)
- All of these. d)
- The function of the P.R.O is to vi)
 - report directly to the chief executive a)
 - maintain the independence b)
 - report to any office c)
 - do all administrative works. d)
- PR Agencies arrange for vii)
 - a) Press conference
- b) Trade fairs
- c) informal dinners
- d) all of these.
- viii) coined the phrase "Public Relation".
 - a) Ivy Lee

- b) Barnays
- c) T. Jefferson
- d) Shakespeare.



- ix) had its origin of PR
 - a) India

- b) Sweder
- c) Australia
- d) None of these.
- x) PCI stands for
 - a) Press Communication of India
 - b) Press Committee of India
 - c) Press Council of India
 - d) Press Council Institution.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. What is the difference between Propaganda and Public Relations?
- 3. How can PR overcome crisis management in hospital?
- 4. State the qualities of a PRO.
- 5. Distinguish between PR and Advertising.

GROUP - C

(Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$

- 6. Briefly describe the stages of a Public Relation Programme.
- 7. Discuss the ethics and challenges of Public Relations.

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- 8. Explain the emerging trend in PR. What is your idea about organizing a Press Conference for a 200 bedded hospital?
- 9. What are the responsibilities of a PRO regarding a conference to be held in a hospital?

10. Discuss the historical evolution of Public Relation.

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