



Name :
Roll No. :
Invigilator's Signature :

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.



- 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) PR Agencies arrange for
 - 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.

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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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