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PG CBCS
M.SC. Semester-IV Examination, 2021
MASTER IN HOSPITAL ADMINISTRATION
PAPER: MHA 405
(PUBLIC RELATIONS IN HOSPITALS)

Full Marks: 40

Time: 2 Hours

Answer any FOUR questions from the following: 4×10=40

1. State the definition of public relation. Briefly discuss about the functions of public relations manager. 3+7
2. State the importance of PR in hospital environment management. 10
3. What is PR Crisis? How to handle various PR Crisis in hospital? 3+7
4. What is event management? State the different types of event management services in hospital. 2+8
5. What is PR Counseling? What makes you an effective PR Counselor? 3+7
6. Briefly discuss about the role of PR Consultant. 10
7. Discuss about the scope and coverage of PR activity in health care industry. 5+5
8. Write short notes on the following: 5+5
 - a. Advertising
 - b. Propaganda
