



বিদ্যাসাগর বিশ্ববিদ্যালয়

**VIDYASAGAR UNIVERSITY**

**4th Semester Examination 2021**

**BBA (Hospital Management)**

**PAPER—SEC2**

**PUBLIC RELATION IN HOSPITAL**

*Full Marks : 50*

*Time : 2 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

Answer any two questions.

20×2

1. State the definition of public relations. Briefly discuss the functions of public relations manager. Discuss the scope and coverage of PR activity in health care industry. 3+7+10
2. What is 'Event Management'? Can we consider event management as a marketing tool? State the different types of event management services in hospital. 4+5+11

3. Define PR Crisis with a suitable example. State the effect of PR Crisis on a business. How can we handle various PR Crisis in hospital? 5+5+10
4. What is 'PR Counseling'? When PR Counseling is recommended? Mention the qualities of an effective PR Counselor. 3+5+12

**(Internal Assessment – 10 Marks)**

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