



বিদ্যাসাগর বিশ্ববিদ্যালয়

VIDYASAGAR UNIVERSITY

4th Semester Examination 2022

BBA (Hospital Management)

PAPER—SEC2A

PUBLIC RELATION IN HOSPITAL

Full Marks : 40

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.

1. Answer any *two* questions.

2×2

(a) What is public relation?

(b) What do you mean by PR crisis? Give an example.

(c) What do you understand by event management?

(d) State the definition of PR counselling.

- 2.** Answer any *three* questions. 3×12
- (a) State the objectives of public relation. Discuss the advantages and disadvantages of public relation. 6+6
- (b) Explain the various principles of public relation.
- (c) Discuss the various scope and coverages of public relation department. 4+8
- (d) What effect does a PR crisis have on your business? How to handle a PR crisis? 3+9
- (e) What makes you an effective PR counselor? When PR counseling is recommended? 6+6
- (f) Discuss the various types of event management services in a health care industry.
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