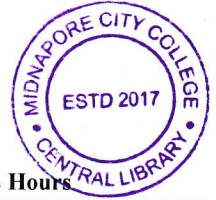


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M.H.A. Semester-IV Examination, 2022
MASTER IN HOSPITAL ADMINISTRATION
PAPER: MHA 405
(PUBLIC RELATIONS IN HOSPITAL)



Full Marks: 40

Time: 2 Hours

GROUP-A

Answer any four questions of the following:

4×5=20

1. What do you understand by event management? Discuss the various types of event management services in a health care industry. 1+4
2. Distinguish between public relations and advertising.
3. State any five qualities of PRO in a hospital.
4. Write a short note on PR counselling.
5. What do you mean by PR crisis? Explain with example.
6. What do you mean by 'Press Release'?

GROUP-B

Answer any two questions of the following:

2×10=20

1. Discuss various ethical issues in Public Relations Professionals.
2. What effect does a PR crisis have on your business? How to handle a PR crisis? 4+6
3. What makes you an effective PR counselor? When PR counseling is recommended? 5+5
