

**2023**

**BBA(HM) 4th Semester Examination**

**BBA (Hospital Management)**

**Public Relation in Hospital**

PAPER — SEC — 2A

*Full Marks : 40*

*Time : 2 hours*

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

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

*Illustrate the answers wherever necessary.*

Answer **all** questions.

1. Answer **any five** of the following questions :

2×5=10

*(a)* State any two objectives of PR.

( 2 )

- (b) State two responsibilities of Public Relations Officer in Health Care Sector.
- (c) What is the main focus of a 'Public Relation Campaign'?
- (d) What are PR Tools? Give two examples.
- (e) Define Public Relations.
- (f) What do you mean by event management?
- (g) What is propaganda?
- (h) What do you understand by PR Counsellor?

2. Answer *any four* of the following questions :

5×4=20

- (a) Discuss the new trends in PR. 5
- (b) State the qualities of a hospital PRO. 5
- (c) State the need of ethics in PR. 5
- (d) 'Event management as a marketing tool'. Describe it. 5
- (e) Describe the various skills required for an event manager. 5
- (f) State the role of Public Relations in marketing. 5

( 3 )

3. Answer *any one* of the following question :

10×1=10

(a) Discuss the importance of PR in Hospital Environment Management. Specify the reasons for organizing corporate event.

5+5=10

(b) Describe the different services offered by event management organization. 10

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