2026

4th Semester Examination (CCFUP : NEP)

BBAHM

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Paper : MJ 5-T

(Single Core Major)

(Public Relations in Hospital)

Full Marks : 60 Time : Three Hours

The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Group - A

Answer any ***five*** questions. 2×5=10

1. State any two objectives of Public Relations.
2. Define healthcare PR.
3. How can you define PR crisis management?
4. Who is an event manager?
5. Write any two responsibilities of PRO.
6. Define 'Ethics' in PR.

P.T.O.

7. What do you mean by PR counselling?

8. What do you mean by media relations?

Group - B

Answer any ***four*** questions : 5×4=20

9. Differentiate betwen advertisement and propaganda.

10. Why do you need public relations in hospitals?

11. Discuss the principles of Public Relations.

12. Write down the required qualities for a Public Relations Officer.

13. When is PR counselling recommended?

14. State the importnce of ethics in Public Relations.

Group - C

Answer any ***three*** questions : 10×3=30

15. Explain the concept of PR crisis with a real-time example. State the DOs and DON'Ts during a PR crisis.

16. What is event management? Describe the different types of events with suitable examples. 2+8

17. How can public relations be used as a marketing tool in healthcare industries?

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18. Who is a PR Counselor? Explain the various roles of a PR counselor in managing organizational image. 2+8

19. Discuss the emerging trends and evolving practices in modern Public Relations.

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