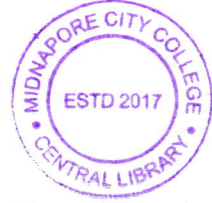


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MHA Semester- IV Examination, 2026
MASTER IN HOSPITAL ADMINISTRATION
PAPER: MHA 405
(PUBLIC RELATIONS IN HOSPITALS)

**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.

Group - AA. Answer any **FOUR** of the following questions:**5×4=20**

1. State the essentials of public relations in hospitals.
2. What are the qualities required for a public relations officer?
3. Discuss ethical issues in public relations.
4. Briefly explain the role of a hospital spokesperson during emergencies.
5. Explain the importance of press release and press conference.
6. Explain the concept of propaganda with an example in public health campaigns.

Group - BB. Answer any **TWO** of the following questions:**10×2=20**

7. Describe the functions and organizational structure of a hospital PR department.
How do these functions support hospital management? (6+4)
8. Discuss the role of PR counselling in decision-making and crisis management in hospitals.
9. What is event management? Discuss the different types of event management services. 2+8

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