

Course No: HSM2208
Course Title: Public Relations in
Health Institution
Date: 11/ 11/2013
No. of Questions: (6)
Time: 1hours
Using Calculator (No)

University of Palestine

Midterm Exam
2013/2014
Total Grade:

Instructor Name: _____
Student No.: _____
Student Name: _____
College Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

First question:

(5 Marks)

Answer by using correct (√) or wrong (X) beside each of the following statements

1. Internal public of a hospital includes patients, family, and suppliers.
2. Conducting open house where managers meet employees and their families is unaccepted activity in public relations science.
3. To explore the needs and opinions of health organization public, it is not necessary to meet all of them, sample is enough.
4. PR officer must have the knowledge and skills to practice public relation job.
5. PR is the best way to build the organization credibility.
6. PR generate news to raise awareness and excitement among target audiences
7. Edward Bernays often described as the father of public relations.
8. Messaging is the process of creating a consistent story around a product, person.
9. Hereditary and environment has no role in shaping the public opinion.
10. PR not important in the process of management of healthcare organization.

10	9	8	7	6	5	4	3	2	1	question
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Second question:

(5 Marks)

- a. Enumerate the skills needed for the Public Relations officers and briefly discuss each of them?
- b. What is public opinion? Why it is important? And how it is measured?

Third question:

(5 Marks)

- a. What are the benefits of defining internal and external public?
- b. There are 2 models of PR companies are utilizing, explain these 2 models?

Forth question:

(5 Marks)

The hospital xx have bad reputation in hospitality services. The hospital director asks the public relation department to conduct public relation plan and campaign to improve the hospital reputation. Consider yourself the PR officer, mention the plan steps and briefly explain each step?

Good luck