

Course No:HSM2208  
Course Title: Public Relations in  
healthcare organization  
Date: 09/01/2014  
No. of Questions: (4)  
Time: 2hours  
Using Calculator (No)

University of Palestine



Final Exam  
2013/2014  
Total Grade:

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Student Name: \_\_\_\_\_  
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Dep. / Specialist: \_\_\_\_\_  
Using Dictionary (No)

**First Question:**

**(10 Marks)**

**Answer by using correct ( T ) for the correct statement and ( F ) for the wrong statement.**

1. Elements of the communication process can be determined by three elements is: the message, the receiver, and sender.
2. Downward communications include communications from subordinates to their boss.
3. The psychological factors worry, fear, and jealous make the public relations staff less acceptable to the external consultant.
4. The activity of public relations should not be extended to the care of workers and strengthen the relationship between them, because it is the responsibility of other departments.
5. No importance of heredity and environment in the formation of public opinion.
6. To know the opinion of community leaders is an important step on the road to influence the rest of the members of the community.
7. The public relations activity in any organization or project is the responsibility of the Public Relations Department only.
8. In the case of small enterprises and institutions, project owner or manager himself shall undertake the responsibility of public relations activates.
9. Healthcare institutions make use of experienced external consultant who specializes in public relations activity, regardless of the existence of a separate section for public relations.
10. The number of employees in public relations is not subject to a fixed law or rules; it depends on the size of the healthcare organization and the volume of a public relations activities and tasks.

10	9	8	7	6	5	4	3	2	1	question
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**Second question:****(10 Marks)**

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Press conference is one of the means used by public relations department at the Ministry of Health. The Public Relations officers must ensure that all procedures for the conference has been ready and completed, please:

- a) What is the press conference?
- b) What its purposes?
- c) When it is needed?
- d) Enumerate all procedures followed to complete the preparation for the press conference?

**Third question:****(20 Marks)**

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1. Discuss why Public relations department need external consultant? In a table show the advantages and disadvantages of using external consultant in public relations?
2. Enumerate the personal characteristics of public relations employee and explain 4 of them?

**Forth question:****(20 Marks)**

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1. Define the local community and discuss why it is important for the public relations department at a hospital to build strong relationship with the local community? What are the objectives of this relationship?
2. Mention why it is important to establish good relationship with the internal organization employees? Discuss 3 methods of communication with organization internal employees?

**Good luck**