

**G 8102**



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**Reg. No.....**

**Name.....**

**M.Sc./MASTER OF APPLIED SCIENCE (MEDICAL DOCUMENTATION)  
DEGREE EXAMINATION, FEBRUARY 2025**

**Third Semester**

**HI 302—PUBLIC RELATION AND EXTENSION ACTIVITIES**

(2023 Admissions—Regular, 2022, 2021 Admissions—Supplementary and 2020 Admissions—  
First Mercy Chance/2019 Admissions—Second Mercy Chance/2018 Admissions—Final Mercy  
Chance)

Time : Three Hours

Maximum : Marks 75

**I. Answer the following questions :**

- (a) Health propaganda.
- (b) Copy editing.
- (c) Brochure.
- (d) Ethics of PR.
- (e) Medical report.
- (f) Medical data.
- (g) Primary data.
- (h) Press release.
- (i) Magazine.
- (j) Medical Bulletin

(10 × 2 = 20)

**II. Answer the following questions :**

- (a) Health education.
- (b) Functions of PR.

**Turn over**





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- (c) Editing skills.
- (d) Publicity events.
- (e) Press conference.

(5 × 5 = 25)

III. Answer the following questions :

- (1) (a) Discuss the various outreach activities that can be organized in a hospital.

*Or*

- (b) Explain the duties and functions of PRO in a hospital.

- (2) (a) Explain the procedures in the compilation of hospital statistics.

*Or*

- (b) Explain the format and content organization in a medical News letter.

- (3) (a) Prepare a proposal to organize a free medical camp on Lifestyle diseases in a rural area.

*Or*

- (b) Explain the strategies in educating the mass in the prevention of cancer disease.

(3 × 10 = 30)

