1. The main role of the corporate communication is to make the brand ________.
   a) Identity
   b) Loyalty
   c) Image
   d) None of these
2. __________ is often published by brokerage firm.
   a) Daily newspapers
   b) Market newsletters
   c) Trade magazines
   d) Financial advertisements
3. Corporate public relations seek to project the image and identity of the ________.
   a) Organization
   b) Customers
   c) Public
   d) None of these
4. ______ is integral to ‘managerial’ activities, such as planning, coordinating and counselling.
   a) Mass communication
   b) Business communication
   c) Corporate communication
   d) Critical communication
5. ______ comes under traditional media.
   a) Internet
   b) Television
   c) Blog
   d) Social networking sites
6. An ______ blog is particularly available weblog where company employees, teams, or spokesperson share their views.
   a) Internal
   b) Universal
   c) External
d) Employee

7. One way to improve management employee communications is that managers ______.
   a) Should not talk much to the employees
   b) Should communicate through formal written medium
   c) Should avoid regular staff meeting
   d) **Should find ways to solicit feedback from the employee**

8. Corporate communication is ______ in nature.
   a) Simple
   b) **Complex**
   c) Plain
   d) Symmetric

9. An example of pull-media is ______.
   a) Magazines
   b) Newspapers
   c) Bill boards
   d) RSS

10. the word ______ is short for ‘web blog.’
    a) Skype
    b) **Blog**
    c) Twitter
    d) What’s up

11. Financial relations involve communicating essentially with company’s ______.
    a) Stockholders
    b) Employees
    c) Media
    d) Management

12. In order to improve community relations, PR would__________.
    a) **Support social and educational programs.**
    b) Send customers their newsletter and magazine
    c) Achieve visibility among potential investors and financial analysts
    d) Go for relocation and mergers
13. ______ is the newswire of the digital revolution?
   a) Newsletter
   b) Press release
   c) Blogging
   d) Corporate magazines

14. ______ helps in building a good image of the company.
   a) Publicity
   b) Propaganda
   c) Communications
   d) Public Relations

15. Now public relations are used increasingly for ________.
   a) Relations
   b) Strategic communication
   c) Non-government organization Community relations
   d) Media relation

16. ______ is a commanding force in managing the attitudes of the general public toward organization.
   a) Management
   b) Employees
   c) Technology
   d) Media

17. ______ is NOT true about VNR.
   a) Usually distributed by satellite
   b) More credible than commercials
   c) Costlier than commercials
   d) Company of an uses is to spell out its side of an issue.

18. With _____ existing industry competitors face turbulence and unpredictability.
   a) Regulation
   b) Deregulation
   c) Press agentry
   d) Public information
19. Key advantage to the diversity of information available online is that - _______.
   a) It allows identification of emerging issues
   b) It does not engage in direct dialogue with the public
   c) It monitors issues only in latent stages of public opinion
   d) It amplifies minor trends

20. The first role of crisis management is to _______.
   a) Avoid media
   b) Communicate
   c) Never take responsibility for the crisis
   d) Make “off the record” statement

21. A good annual report will NOT have _______.
   a) Comparative figures
   b) A well designed format
   c) Comprehensive text
   d) Complex and difficult graphics

22. A _______ of publics give us more specific information about public’s communication.
   a) System Theory
   b) Diffusion Theory
   c) Situational Theory
   d) Social Exchange Theory

23. If organization have ____ it may take a crisis for an organization to access environmental changes.
   a) Closed system
   b) Open system
   c) Two-way communication
   d) Interaction with environment

24. _______ is NOT a feature of a product blog.
   a) No time constraints
   b) Exclusively the product
   c) No space constraints
d) Contain news, discussion

25. Media coverage is considerably more credible than ______.
   a) Advertising
   b) Facts
   c) Data
   d) Reality

26. ______ tool is NOT usually used today.
   a) Online chat
   b) Telegram
   c) Email
   d) Social networking sites

27. ______ is not an example of socio-cultural trend.
   a) Attitude towards smoking
   b) Interest in health and fitness
   c) Demographic change toward the number of children
   d) Rise in the price of petrol

28. ______ relations foster public understanding about the organization’s values and beliefs.
   a) Employee relations
   b) Media relations
   c) Propaganda
   d) Publicity

29. ______ is not an example of political and legal force.
   a) Ban on video poker
   b) Regulation in banking industry
   c) Move towards privatization
   d) Interest in health and fitness

30. ______ is a formal source of employee communication.
   a) Public relation system
   b) Grapevine
   c) Management
31. ______ should find ways to communicate regularly with employees without making it tedious.
   a) Journalists
   b) Customers
   c) Stakeholders
   d) Manager

32. The first rule of crisis management is to ______.
   a) Communicate
   b) Hide
   c) Negate
   d) Deny

33. ______ is useful for explaining how we reach important decisions.
   a) Systems theory
   b) Situation theory
   c) Social exchange theory
   d) Diffusion theory

34. In a _____ reputational capital is lost.
   a) Crisis
   b) Merger
   c) Acquisition
   d) Expansion

35. ______ communication is one of the wireless technologies, which is widely spread all over the world allowing users to stay connected virtually anywhere on the Earth.
   a) Tele
   b) Satellite
   c) Mobile
   d) letter

36. ______ is NOT a function of website?
   a) Maintaining and enhancing company reputation
   b) Platforms for opinion and discussion
c) Pull together posts, video, web chat, and social media feeds

d) Promoting closed corporate sides allowing only the stakeholders

37. A primary way to reach financial analyst is through _______.

a) Letters

b) Investment conferences

c) Advertisements

d) Circulars

38. _______ term is closely linked to corporate philosophy, the company’s business mission and values, as well as corporate personality, the distinct corporate culture reflecting this philosophy, and corporate image.

a) Corporate reputation

b) Corporate identity

c) Corporate image

d) Corporate impression

39. Decision makers make more mistakes in tackling crisis issues because they _______.

a) Become cognitively more rigid.

b) Rely a lot on available information

c) Are not concerned with the potential loss

d) Do not wish the crisis issue to die soon

40. All advertisement which are designed to raise money from the general public are named as _______ advertising.

a) Product

b) Company

c) Financial

d) Corporate

41. _______ constitute one of most important publics for corporate communication.

a) Media

b) Internet

c) Journals

d) magazines
42. Most community/business leaders and decision makers look to ______ as the most credible source of information.
   a) Television
   b) Social media
   c) Radio
d) **Newspaper**

43. Corporate identity is conceived as the totality of a company’s behavior, communication and _______.
   a) **Symbolism**
   b) Expressionistic style
   c) Actions
d) Nonverbal behaviour

44. ______ is regarded as an interactive media that is produced and distributed via the Web or Internet.
   a) Weeklies
   b) Broadcast media
   c) Print media
d) **New media**

45. _____ is a page on company’s website that contains resources and information for reporters and publishers.
   a) RSS
   b) **Media kit**
   c) Social media
d) VNR

46. One very important reason for having media relations is that it ______
   a) **Betters the reputation of the company**
   b) Help in propaganda
   c) Covers up rumor
d) Increases marketing expenses

47. ______ the following organization has developed ethical standards essential for the professional communicator.
a) Public relations institute of Germany  
b) Public relations council of England  
c) **Public relations society of America**  
d) Public relation society of France  

48. New media mixes include ______.
   
a) Magazines  
b) Newspapers  
c) Bill boards  
d) **Blogs**  

49. The ______ is most accessible medium to disseminate information.
   
a) Television  
b) Radio  
c) **Newspaper**  
d) None of the above  

50. ______ is the ‘face’ of the company.
   
a) Website  
b) Company office  
c) Twitter account  
d) Email Id  

51. ______ executive blogs in particular are highly focused in their communicative intent.
   
a) Blog hub  
b) Product blog  
c) Image blog  
d) **Executive blog**  

52. _____ are excellent monitoring and environmental scanning tools.
   
a) Newspaper  
b) Radio  
c) **Blog**  
d) Television  

53. The phrase corporate communication and company departments dealing with it first emerged at the beginning of the day _________
a) 20th century
b) 19th century
c) 18th century
d) 17th century

54. _______ provides framework through which to view organizations and their relationships with the environment.
   a) Management  
   b) System theory  
   c) Technology  
   d) Media

55. Through _______ we think of public relations people as boundary spanners, straddling the edge of an organization looking inside and outside of an organization.
   a) System theory  
   b) Situational theory  
   c) Diffusion theory  
   d) Social Exchange theory

56. _______ acts as watchdog for society.
   a) Management  
   b) Employees  
   c) Technology  
   d) Media

57. A company that is “responsibly addressing _______ of key publics and communities” increases the public admiration of the organization.
   a) Technological concerns  
   b) Profit sharing  
   c) Environmental concerns  
   d) Information sharing

58. The corporate communication is tightly connected to _______.
   a) Strategy implementation and strategy formulation  
   b) Image reputation  
   c) Image enhancement
d) Communication issues

59. Corporate reputation is_______.
   a) Not an image building exercise
   b) Only about crisis management
   c) All about retaining best talent
   d) Equal to social responsibility

60. The media shapes or _______.
   a) Attitude
   b) Opinion
   c) Plane
   d) behaviour

61. In ____ communication was essentially one-way.
   a) Two-way asymmetrical
   b) Two-way symmetrical
   c) One-way symmetrical
   d) Public information

62. ______ is the advantage of electronic meeting systems?
   a) Better group dynamics as it encourages egalitarian participation
   b) Improve decision making as very few people participate
   c) More willingness to contribute as only higher end employees participate
   d) Bolder discussion as participants are anonymous and are not seen

63. ______ is NOT an informal source of internal communications.
   a) Interaction among the co-workers
   b) Instructing workers orally about organization goal
   c) Discussing company’s visions with subordinate
   d) Workplace blogs and newsletters

64. Sponsoring educational and literacy programs, staging open houses and conducting plant tours improve _______.
   a) Financial relations
   b) Community relations
   c) Government relations
d) Media relations

65. ______ are the two most important public relations tools for maintaining good stockholder relations.
   a) Annual reports and stockholder meeting
   b) Annual reports and press release
   c) House journals and stockholder meeting
   d) Newsletters and house journal

66. If the statement is made in writing and published, the defamation is called ______.
   a) Slander
   b) Copyright
   c) Libel
   d) Invasion of privacy

67. ______ is a major function of image blog.
   a) Corporate social responsibility
   b) Advertising
   c) News related to its products
   d) Filtering out all external criticisms

68. In India defamation can be _____ offence.
   a) Civil Wrong
   b) Criminal
   c) No
   d) Civil Wrong and a Criminal

69. ______ is the visual manifestation of the company’ reality.
   a) Corporate logo
   b) Corporate identity
   c) Corporate design
   d) Corporate reputation

70. The first step in building effective media relations is ______.
   a) Researching the angle
   b) Writing the pitch
   c) Contacting media
d) Introducing the brand
71. _______ is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of its future behavior.
   a) Corporate reputation
   b) Corporate image
   c) Corporate identity
   d) Corporate personality
72. _______ is tightly connected to strategy implementation and strategy formulation.
   a) Business communication
   b) Mass communication
   c) Critical communication
   d) Corporate communication
73. _______ does NOT come under media relations.
   a) Increasing public awareness
   b) Promoting organization
   c) Generating funds
   d) None of the above
74. The _______ is the best suited for tackling the issue involved in employee communication from inside.
   a) In-house campaign
   b) Press conference
   c) Social media
   d) Bill boards
75. _______ demands an integrated approach to managing communication.
   a) Business communication
   b) Corporate communication
   c) Mass communication
   d) Critical communication
76. _______ is semi-professional blog of the company
   a) Image blog
   b) Product blog
c) Blog hub
d) Executive blog
77. ______ are widely considered a prominent metric to determine the popularity of a blog.
a) Website
b) RSS
c) Twitter account
d) Email Id
78. Corporate blog is NOT a suitable channel for ______.
a) Observing attitude and stance amongst stakeholder
b) Understanding the world-view of diverse individuals and publics
c) Listening out to what people are saying
d) Voicing political and controversial issues
79. ______ is usually distributed by satellite.
a) VNR
b) Telephone
c) Letters
d) Fax
80. PR management function does not encompasses__________.
a) Anticipating public opinion
b) Settings objectives
c) Researching and evaluating actions
d) Exaggerating policies
81. Corporations often use ______ to promote their products or services, using well-known performer or other “name” figure as a spokesperson.
a) Press conference
b) Web conferencing
c) Satellite media tours
d) Blogging
82. Financial relations involve ________.
a) Staging special events such as picnic
b) Communicating with company’s stockholders

c) Creating awareness about environment

d) Releasing booklets and brochures

83. Skype can be better used for ______.

a) Telemarketing

b) Corporate websites

e) **Web conferencing**

d) Blogging

84. ______ is a form of broadcasting production that incorporate streaming video and audio on the internet to deliver a live press conference or event?

a) **Webcasting**

b) Electronic media kit

c) RSS

d) Satellite media tours

85. ______ offer interactive and dialogical communication.

a) Television life

b) **Blogs**

c) Letters

d) Fax

86. ______ are a vast untapped resource of potential customers and grassroots support on financial issues.

a) Government personnels

b) Journalists

c) Managers

d) **Stockholders**

87. The challenge before financial communication experts is how to promote financial ______.

a) **Inclusion**

b) Risk

c) Gain

d) Disparity
88. ______ theories gives us more specific information about ‘publics’ communication need.
   a) Systems theory
   b) **Situation theory**
   c) Social exchange theory
   d) Diffusion theory
89. The uncertainty of a crisis produces more stress for ______.
   a) Journalists
   b) Media
   c) **Stakeholders**
   d) Government
90. Loss of ____ is the most severe outcomes of organization crises.
   a) Human life
   b) Finance
   c) Reputation
   d) Image
91. The ______ serve as interactive platforms where employees without making it tedious.
   a) Telegram
   b) Fax
   c) **Intranets**
   d) Press release
92. ______ communication is usually arbitrarily and incompletely planned or if planned only in reaction to specific events.
   a) **Employee**
   b) Media
   c) External
   d) Managerial
93. The basic purpose of arranging a ____ is to obtain publicity in connection with the important news.
   a) Press release
b) Meeting  
c) **Press Conference**  
d) Newspaper

94. Building effective _______ is important for a company as it meets the purpose of disseminating knowledge.

a) **Media relations**

b) Government relations  
c) Financial relations  
d) Employee relations

95. _______ is a feature of new media.

a) Slow feedback  
b) Predictable in format, time and place  
c) Corporate ownership  
d) **Customized and individually tailored.**

96. _______ is one of the most powerful tools in reaching the masses, especially when problems arise.

a) Public relations officer  
b) **Media**  
c) Management  
d) Public

97. PRSI stands for _______.

a) Public Relations Symposium of India  
b) **Republic Relations Society of India**  
c) Public Relations System of India  
d) Public Relations Society of Indonesia

98. _______ uses the economic metaphor of costs and benefits to predict behavior.

a) System theory  
b) Situation theory  
c) Diffusion theory  
d) **Social exchange theory**
99. ______ has broken down traditional divisions of stakeholders including employees, customer, shareholders etc.
   a) Social media
   b) Public information
   c) Press agentry
   d) Deregulation

100. ______ is the oldest form of public relations.
   a) Two-way asymmetrical
   b) Two-way symmetrical
   c) Press agentry
   d) Public information

101. ______ theory is another way to look at how people process and accept information.
   a) Diffusion
   b) System
   c) Situational
   d) Social exchange

102. Public relations is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its ______.
   a) Media
   b) Publics
   c) Economy
   d) Society

103. Copyright protects______. 
   a) Raw Facts
   b) Original work until 70 years after the creator’s death
   c) General ideas
   d) Original work until 100 years after creator’s death

104. If a statement that hurts someone’s reputation is spoken, the statement is ______.
   a) Libel
b) Slander

c) Copyright

d) Invasion of privacy

105. In corporate identity ______ concerns the use of logos, housestyles, staff outfits and other visual clues.

a) Symbolism

b) Communication

c) Behaviour

d) Design

106. ______ is all kind of impressions that the community makes about a corporation.

a) Corporate identity

b) Corporate brand

c) Corporate image

d) Corporate personality

107. ______ is an all-encompassing term that covers any statement that hurts someone’s Reputation.

a) Appropriation

b) Defamation

c) Piracy

d) Intrusion

108. Corporate identity is conceived as the totality of a company’s behaviour, communication and ______.

a) Payment

b) Packing

c) Carriage

d) Symbolism

109. ______ messages help make lasting impact and favourable impression of an organization and its product on the stakeholders.

a) Consistent

b) Inconsistent
c) Incoherent

d) Irrational

110. _______ theory uses the economy metaphor of cost and benefit to predict behaviour.

a) Situational

b) System

c) Social exchange

d) social

111. _______ are concerned with how the public or specific communities part of the larger public but external to the company perceive the organization.

a) Product blogs

b) Image blogs

c) Employee blogs

d) Executive blogs

112. _______ is a form of broadcasting production that incorporates streaming video and audio on the internet.

a) Audio-casting

b) Broadcasting

c) Webcasting

d) Telecasting

113. _______ is any electronic (visual and audio) instrument that is produced and distribute in electronic from such as radio television for commercial and social purpose.

a) Weeklies

b) Broadcast media

c) Print media

d) New media

114. _______ play an important role in creating strategies for India’s growth forward.

a) Five year plans

b) Communication
115. An organization with a more favorable prior reputation will still have a stronger postcrisis reputation because it has more __________ to spend than on an organization with an unfavorable or neutral prior reputation.

a) Reputational capital
b) Capital
c) Resources
d) Money

116. The scope of responsibilities and functions of a financial communication experts does NOT include _______.

a) Liaison with executive management
b) Stakeholders correspondence
c) Planning meeting with employees’ family
d) Working with security analysts

117. A __________ is not a general statement of something that need to be done, but rather a specific action that someone can take to achieve a particular aim.

a) Policy
b) Tactic
c) Rule
d) Directive

118. Decisions at the higher levels of the organization system almost invariably include _______.

a) An ethical component
b) Risk component
c) Exploitative component
d) Advocacy component

119. Public relations synonymous with promotions and publicity_____.

a) Press agency
b) Two-way asymmetrical
c) Two-way symmetrical
120. _______ from the public on new services as well as improved services can help an organization improve the quality of its service.

a) Knowledge  
b) No reaction  
c) No feedback  
d) Feedback

121. A prominent feature of corporate communication is that it is _______.

a) Simple in nature  
b) Complex in nature  
c) Exclusively about managing communication  
d) Not a part of the management function

122. Public relations is_______.

a) Spin  
b) Rhetoric  
c) Stunt  
d) Mutual understanding

123. _______ is an audience for financial communication.

a) Individual stakeholders  
b) Teachers  
c) Workers’ family  
d) Psychologists

124. The beginning of public relations date back to the early 1990s which witnessed the big change in _______.

a) Russia  
b) America  
c) China  
d) Japan

125. _______ is NOT usually impacted by crisis.

a) Human life  
b) Stakeholders
c) Unfavorable reputation  
d) Employees  

126. ______ should NOT be done in handling crisis.  
a) Trying to stop a journalists from writing a story  
b) Providing written information  
c) Correcting misinformation  
d) Showing empathy for those affected by the crisis  

127. The first step in organizing employee communication is _____’  
a) Taking a close look at the organizations and its structure  
b) Identifying tools and tactics  
c) Developing and implementations plan  
d) Measuring the effectiveness of the communication plan  

128. ______ theories provide a framework through which to view organizations and their relationships with the environment.  
a) System theory  
b) Situation theory  
c) Social exchange theory  
d) Diffusion theory  

129. ______ is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of its future behavior.  
a) Corporate reputation  
b) Corporate Identity  
c) Corporate Image  
d) Corporate Impression  

130. Today most social conflicts are caused by changing values and higher expectations from the _______.  
a) Subordinates  
b) Owners  
c) Employees  
d) superiors
131. When there are objectives, results can be measured against then, making PR_______.
   a) A tangible activity
   b) An intangible activity
   c) An abstract activity
   d) An unidentifiable activity

132. ______ theories asserts that people factor in the consequences of their behaviour before acting.
   a) Systems theory
   b) Situation theory
   c) Social exchange theory
   d) Diffusion theory

133. The organization should look upon reporters as _____.
   a) Allies
   b) Intruders
   c) Enemies
   d) Adversaries

134. ______ is NOT the benefit of the employee communication.
   a) Clarity of purpose
   b) Better employee motivation
   c) Rise in the numbers of investors
   d) Goodwill

135. ______ stressed more on mutual understanding compromise and creating win-win situations for organizations and their affected public and stakeholders
   a) Press agency
   b) Two-way asymmetrical
   c) Two-way symmetrical
   d) Public agentry

136. In order to survive in long-run it is expected that business is carried on with ______ Principles.
   a) Ethical
b) Profit motive  
c) Profit maximization  
d) None of the above  

137. Corporate public relations seek to project the image and identity of the _______.  
a) Customers  
b) Public  
c) Organization  
d) Employees  

138. Today public relations have emerged, as a ______ communication network.  
a) National  
b) Global  
c) Multinational  
d) Local  

139. _______ has become a standard form of business communication, essentially for short messages that require actin.  
a) Cell phones  
b) Email  
c) Computers  
d) Social media  

140. _______ is the oldest form of public relations.  
a) Two way- asymmetrical  
b) Two way symmetrical  
c) Press agency  
d) Public Information  

141. _______ used for Propaganda tactics  
a) Two way- asymmetrical  
b) Two way symmetrical  
c) Press agency  
d) Public Information  

142. In _________ communication was essentially one way
a) Two way- asymmetrical
b) Two way symmetrical
c) **Press agency**
d) Public Information

143. Communicating with .................public is known as financial communication

a) Consumer
b) **Financial**
c) Government
d) External

144. Majority of corporate crisis arises due to ________ problems

a) External
b) Internal
c) **Social**
d) Public

145. Now PR is used for Increasing ___________

a) Community Relations
b) **Strategic Communication**
c) Non-Government Organization
d) Media Relations

a) Public relations is a deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its ________

a) Media
b) **Public**
c) Society
d) Economy

146. ________ helps in building a good image of the company.

a) Publicity
b) Propaganda
c) Communications
d) **Public Relations**
147. __________ are the two most important public relations tools for maintaining good stockholder relations.
   a) Annual reports and stockholder meetings
   b) Annual reports and press release
   c) House journals and stockholder meetings
   d) Newsletters and House journals

148. Financial relations involve communicating essentially with company's ________
   a) Stockholders
   b) Employees
   c) Media
   d) Management

149. Sponsoring educational and literacy programs, staging open houses and conducting plant tours improve ________
   a) financial relations
   b) community relations
   c) government relations
   d) media relations

150. Public relations have emerged as a ________ communication network
   a) National
   b) Global
   c) Multinational
   d) None of these

151. __________ is the visual manifestation of the company's reality.
   a) Corporate logo
   b) Corporate identity
   c) Corporate Design
   d) Corporate Reputation

152. Corporate identity is conceived as a totality of a company's behavior, communication and ________.
   a) payment
In corporate identity, ______concerns the use of logos, house styles, staff outfits and other visual cues.

154. ______ is the all kinds of impressions that the community makes about a corporation.

155. ______ is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of its future behavior.

156. Vision and mission statements influence ________

157. In _____________, behavior denotes the ways that firms convey personalities through actions as well as through non-verbal behaviour.
CORPORATE COMMUNICATION AND PUBLIC RELATIONS

c) Corporate Reputation
d) Corporate Personality

158. Corporate Image is about ______
a) Image
b) Emotions
c) Reputation
d) Symbols

159. ___________ is an all-encompassing term that covers any statement that hurts someone reputation
a) Appropriation
b) Defamation
c) Piracy
d) Intrusion

160. If the statement is written and published, the defamation is called _______
a) Libel
b) Slander
c) Copyright
d) Piracy

161. If a statement that hurts someone’s reputation is spoken, the statement is called _______
a) Libel
b) Slander
c) Copyright
d) Piracy

162. In India, defamation can be _______ offence
a) Civil wrong
b) Crime
c) Not a civil wrong
d) Not a crime

163. _______ is an invasion of privacy
a) Appropriation
b) Defamation 

c) Piracy 

d) **Intrusion**

164. ______-- acts as watchdog for society 

a) Management 

b) Employees 

c) Technology 

d) **Media**

165. With ________ existing industry competitors face turbulence 

a) Regulation 

b) **Deregulation**

c) Press Agency 

d) Public information 

166. ____________ has broken down traditional divisions of stakeholders 

a) **Social media** 

b) Public Information 

c) Press agency 

d) Deregulation 

167. __________ is a commanding force in managing the attitudes of the general public toward organizations. 

a) Management 

b) Employees 

c) Technology 

d) **Media**

168. Through, ____________ we think of public relations people as boundary spanners, straddling the edge of an organization looking inside and outside of an organization. 

a) **systems theory** 

b) situational theory 

c) diffusion theory 

d) social exchange theory
169. A ______ of publics give us more specific information about publics' communication needs.
   a) systems theory
   b) situational theory
   c) diffusion theory
   d) social exchange theory

170. __________ uses the economic metaphor of costs and benefits to predict behavior.
   a) Systems theory
   b) Situational theory
   c) Diffusion theory
   d) Social exchange theory.

171. ________ are part of a greater environment made up of many systems
   a) World
   b) Organizations
   c) Work culture
   d) None of the above

172. __________ is one of the most powerful tools in reaching the masses, especially when problems arise.
   a) Public relations officer
   b) Media
   c) Management
   d) Public

173. Building________ effective is important for a company as it meets the purpose of disseminating knowledge.
   a) media relations
   b) government relations
   c) financial relations
   d) employee relations

174. Media coverage is considerably more credible than
   a) advertising
b) facts
c) data
d) Reality
175. __________ relations foster public understanding about the organization’s values and beliefs.
   a) Media relations
   b) employee relations
   c) Propaganda
   d) Publicity
176. __________ from the public on new services as well as improved services can help an organization improve the quality of its service.
   a) Knowledge
   b) No reaction
   c) No feedback
   d) Feedback
177. __________ is a formal source of communication
   a) Public relations system
   b) Grapevine
   c) Management
   d) Co-workers
178. __________ communication is usually arbitrarily planned or if planned only in reaction to specific events.
   a) Employee
   b) Media
   c) External
   d) Managerial
179. A __________ is not a general statement of something that needs to be done, but rather a specific action that someone can take to achieve a particular aim.
   a) Policy
   b) Tactic
   c) Rule
d) Directive

180. ________ should find ways to communicate regularly with employees without making it tedious.
a) Journalists  
b) Customers  
c) Stakeholders
d) Managers

181. The ________ serve as interactive platforms where employees can rally together and share their views on company programs and activities that contribute to building trust.

a) Telegram  
b) Fax  
c) Intranets  
d) Press release

182. Loss of ________ is the most severe outcome of firm

a) Human life  
b) Finance  
c) Reputation  
d) Image

183. In a ________ reputational capital is lost

a) Crisis  
b) Merger  
c) Acquisition  
d) Expansion

184. The uncertainty of a crisis produces more stress for ________

a) Reputational capital  
b) Capital  
c) Resources  
d) Money

185. The first rule of crisis management is to ________

a) Communicate
b) Hide

c) Negate

d) Deny

186. ________ play an important role in creating strategies for India’s growth

a) Five year plans

b) Communication

c) Managements

d) Employees

187. The challenge before financial communication experts is how to produce financial ________

a) Inclusion

b) Risk

c) Gain

d) Disparity

188. A primary way to reach financial analyst is through_____

a) Letters

b) Investment Conference

c) Advertisements

d) Circulars

189. ____________ are a vast untapped resource of potential customers and grassroots support

a) Government personnel’s

b) Journalist

c) Managers

d) Stockholders

190. ____________ offer dialogical and interactive communication

a) Television

b) Blogs

c) Letters

d) Fax
191. Most communities look to ___________ as the most credible source of information
   a) Newspapers
   b) Television
   c) Radio
   d) Social media

192. ___________ is electronic instrument that is produced and distributed in electronic form such as radio and TV for commercial and social purpose
   a) Weeklies
   b) Broadcast media
   c) Print media
   d) New media

193. ___________ is regarded as an interactive media via the web
   a) Weeklies
   b) Broadcast media
   c) Print media
   d) New media

194. Skype can be better used for ________
   a) Telemarketing
   b) Corporate websites
   c) Web conferencing
   d) Blogging

195. Voice conferences are ______
   a) Less expensive
   b) More expensive
   c) Mediate expensive
   d) None of the above

196. Corporate PR seeks to project the image and identity of the ___________
   a) Organisation
   b) Customers
   c) Public
d) None of these

197. Corporate ____________ identity plays a significant role in the way an organization presents itself to both internal and external stakeholders

a) Ethical
b) Profit motive
c) Profit maximization
d) None of the these

198. Digital or online piracy is the term to elucidate the illegal act of duplication of licensed or copyright material from ____________

a) Internet
b) Social Media
c) E-commerce
d) None of these

199. The main role of corporate communication is to make the brand ________-

a) Identity
b) Loyalty
c) Image
d) None of these

200. ____________ Principles are to be followed by the business in order to survive in the long run

a) Profit Motive
b) Ethical
c) CSR
d) None of these

201. ____________ is the main role of corporate communication with respect to brand

a) Recognition
b) Loyalty
c) Value
d) Positioning

202. Spoken defamation is called ________
a) Insult
b) Libel
c) Slander
d) Grapevine

203. Corporate identity is __________ of company
a) Favourable image
b) Inner Image
c) CSR
d) Management Image

204. Right to information Act came in ______
a) 2006
b) 2005
c) 2003
d) 2004

205. Digital Piracy is __________
a) Tort
b) Illegal
c) Legal
d) Allowed

206. The copyright act came in the year ______
a) 1957
b) 1958
c) 1954
d) 1965

207. False Light claim is a type of ______
a) Invasion of Piracy
b) Copyright Act
c) Invasion of Privacy
d) Defamation

208. Defamation is not a crime but it is a ______
a) Tort
b) Illegal

c) Legal

d) Allowed

209. ___________ article guarantees freedom of speech and expression

a) Article 19

b) Article 15

c) Article 16

d) Article 20

210. Corporate Image is _______ picture that springs up at the mention of the firm’s name

a) Physical

b) Mental

c) Inner

d) None of these

211. Corporate identity brings out ____________ relationship

a) Homogenous

b) Harmonious

c) Heterogeneous

d) None of these

212. Corporate designs involve ____

a) Logos

b) Advertising

c) Internal Values

d) Norms

213. The term ethics is derived from ______

a) Ethos

b) Ethical

c) Era

d) Empathy

214. Code of professional standard for the practice of Public Relation have been adopted from ______
a) India  
b) America  
c) England  
d) China

215. The law of defamation varies from _________

a) State to State  
b) Local to state  
c) Region to Region  
d) None of these

216. PIO stands for ___________

a) Public Information Officer  
b) People Information Officer  
c) Public Indulging Officer  
d) None of these

217. If the request for Copy right is made to Assistant information officer the reply is to be made within ______ days of the receipt.

a) 30  
b) 35  
c) 60  
d) 65

218. In the recent past we saw the rampant violation of the copyright policy of the ___________ movie

a) Udta Punjab  
b) Namaste London  
c) Rang de basanti  
d) Wanted  

219. In order to survive in the long run ___________ is expected to carry on the business with principles

a) Ethical  
b) Profit motive  
c) Profit maximization
d) None of these
220. The beginning of Public Relations date back to the early 1990s which witnessed the big change in _________
   a) India
   b) America
   c) England
   d) China
221. Today PR have emerged as a ________ communication network
   a) Global
   b) National
   c) Multinational
   d) None of these
222. _________ theory uses the economic metaphor of cost and benefit to predict behavior
   a) Social Exchange
   b) Situational
   c) Systems
   d) Diffusion
223. _________ theory is another way to look at how people process and accept information
   a) Social Exchange
   b) Situational
   c) Systems
   d) Diffusion
224. _________ is not essential of public relations
   a) Human Relations
   b) Empathy
   c) Dialogue
   d) None of these
225. ______ was a pioneer of PR in the form of philanthropy
   a) Tata
b) Reliance

c) Wipro

d) Accenture

226. Makhan Lal university was set up to exclusively cater
_______________training and teaching

a) Mass Communication

b) Verbal Communication

c) Grapevine

d) Diagonal communication

227. The fundamental purpose of Public Relations Practice is to establish a two
way understanding based on truth, knowledge and full information – which author
gave this definition?

a) Sam black

b) Frank Jefkins

c) Arthur Roarman

d) Edward bernays

228. PR deals with facts not __________

a) Fictions

b) Truth

c) Myths

d) None of these

229. PR cannon afford to be a _______ game

a) Guessing

b) Real

c) Serious

d) Multi-disciplinary

230. The term “communis” derived from ___ word.

a) Greek.

b) Latin.

c) Chinese.

d) English.
231. Communication means ___information, feeling and thoughts, with others.
   a) To receive.
   b) Exchange of.
   c) Conveying.
   d) All the above.

232. Grapevine communication is associated with ____communication.
   a) Formal
   b) Informal
   c) Horizontal
   d) Vertical.

233. Informal communication is otherwise known as ______ communication.
   a) Grapevine.
   b) Lateral.
   c) Visual.
   d) Horizontal.

234. Communication is a __________
   a) One way process
   b) Two way process
   c) Three way process.
   d) Four way process

235. Any conversation with a purpose is termed as ________
   a) Empathy
   b) Persuasion
   c) Dialogue
   d) None of these

236. ________________ is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends.
   a) Corporate Communication
   b) Corporate Identity
   c) Public Relations
d) None of these

237. In order to build a strong ___________ and optimize your organizational productivity, your internal and external communications should be aligned. In this article, we will see how the two work in sync.
   a) Corporate Image
   b) Corporate Identity
   c) Corporate Reputation
   d) Corporate Personality

238. The ____________ is generated within the organization which influences in the decision making of PR.
   a) Internal environment
   b) External environment
   c) Economic environment
   d) None of these

239. The PR __________ should assess the potential effects of socio-cultural forces on their business, and they should manage the reputation and relationship with society at large.
   a) Practitioners
   b) Employees
   c) Employer
   d) None of these

240. __________ aspects of business regulate both economic and non-economic issues.
   a) Legal
   b) Political
   c) Societal
   d) Economic

241. There are many acts passed by India government related with business and economy aspects like The Indian Contract Act ______
   a) 1872
   b) 1873
The growth in an economy, interest rates, government policies, support agencies, contributions, inflation rates, fiscal policies, foreign exchange rates, and foreign trade balances are among the most critical ________ factors.

a) Legal  
b) Political  
c) Societal  
d) Economic

The functions and decision of public relations (PR) are influenced by internal and _______ environment.

a) Legal environment  
b) External environment  
c) Economic environment  
d) None of these

There are ______ basic principles of Public Relations

a) 8  
b) 9  
c) 5  
d) 10

The ________ defines it as a ‘strategic communication process.’ The aim is to build beneficial relationships between organizations and their publics.

a) Public Relations Society of America  
b) Public Relations Society of England  
c) Public Relations Society of India  
d) Public Relations Society of China

__________is more effective than paid advertising

a) Public Relations  
b) Social Media  
c) Print Media  
d) None of these
247. PR has become an essential part of ________ communications.
   a) Marketing
   b) Human Resources
   c) Finance
   d) None of these

248. In today’s world, where everyone is _______ connected, PR helps your business to make the most of your online presence.
   a) Face to face
   b) Digitally
   c) Over a call
   d) None of these

249. ________ plays a significant role in building your company’s image.
   Managing a Facebook page, Instagram page, Twitter page, LinkedIn page, YouTube channel, etc
   a) Public Relations
   b) Social Media
   c) Print Media
   d) None of these

250. The Principles and objectives of public relations are ________ in character.
   a) Universal
   b) Local
   c) State bounded
   d) None of these