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CORPORATE COMMUNICATION AND PUBLIC RELATIONS

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**

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

d) Employee

7. One way to improve management employee communications is that mangers _____.

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 an educational programs.

b) Send customers their newsletter and magazine

c) Achieve visibility among potential investors and financial analysts

d) Go for relocation and mergers

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

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

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

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 and 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

d) Co-workers

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

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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.

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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

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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 criticis

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

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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

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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

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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

c) 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

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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

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b) Meeting

c) Press Conference

d) News paper

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

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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 pwoplw 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 year 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

c) Managements

d) Employees

115.   An organization with a more favorable prior reputation will still have a stronger postcrisis reputation because it has more _____ to spend than on 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 includes _____

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

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d) Public agentry

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**

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

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

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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

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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

b) packing

c) carriage

d) symbolism

153.   In corporate identity, _____concerns the use of logos, house styles, staff outfits and other visual cues.

a) Symbolism

b) communication

c) Behavior

d) design

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

a) Corporate identity

b) Corporate brand

c) Corporate image

d) Corporate personality

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.

a) Corporate logo

b) Corporate identity

c) Corporate Design

d) Corporate Reputation

156.   Vision and mission statements influence _____

a) Corporate Image

b) Corporate Identity

c) Corporate Reputation

d) Corporate Personality

157.   In _____, behavior denotes the ways that firms convey personalities through actions as well as through non-verbal behaviour.

a) Corporate Image

b) Corporate Identity

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

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

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

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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

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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 _____

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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 _____

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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

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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

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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.

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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

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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

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c) 1874

d) 1875

242.   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

243.   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

244.   There are _____ basic principles of Public Relations

a) 8

b) 9

c) 5

d) 10

245.   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

246.   _____ is more effective than paid advertising

a) Public Relations

b) Social Media

c) Print Media

d) None of these

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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