

STUDY MATERIAL

TYBMS – SEM 5

CORPORATE COMMUNICATION & PUBLIC RELATION

Newspaper , magazine , journals , etc are subdivision of _____ .

(films , radio & television , **press** , advertising)

The government PR often is _____ in nature.

(**Propagandist** , financial , investor relations manager , ceo)

Corporate identity is the _____ manifestation of the personality of a company.

(intangible , **tangible** , virtual, all of this)

_____ is the preferred channel for reacting out to the public.

(newspaper , **mass media** , radio, advertising)

_____ became important to develop good ties with all the stake holders.

(crisis communication , **corporate communication** , stakeholders communication, top level management)

The components of _____ include input output and feedback.

(**System theory** , situational theory , diffusion theory , non of this)

_____ management is handled by public relation professional

(event , **crisis** , public , all of the above)

_____ blogs are created by others, making a parody of you.

(personal , **parody** , public , all of the above)

Blog are short for _____.

(blogger, **web logs** , parody, videos)

Google keywords planner is a good _____ research tool.

(**Keyword** , keyboard , blog , non of this)

_____ is a translation of impression generator from the individual interaction with various organizations components in the environment based on relevant cognitive is affective aspect

(reputation, self identify, **image** , design)

_____ image refers to the way a company is perceived

(virtual , **corporate** , social , non of this)

_____ is the publication of a statement which reflect on a person reputation

(imputation , **defamation** , invasion, advertising)

Microsites are similar to _____

(web design , **website** , web program, designing)

One of the very important requisites of a _____ is familiarity with media choices and various sources of media information

(social media , **media planner** , people, reporter)

_____ may be described as a process of public relations to achieve maximum media coverage

(public relation , **media relation** , social media, advertising)

RSS uses the markup language _____

(MLX , **XLM** , MMX , ceo)

A blog where the founder of the organization himself writes or expresses his insight is called a _____ blog.

(**CEO** , public , personal, private)

Public relation officer act as _____ to the management.

(obeyors , **advisor** , multitask, helper)

_____ contitute an important management function.

(communication , **public relation** , coordination, non of this)

The _____ affect the business and it's manager .

(politics environment , economic environment , **legal environment** , peaceful environment

Suggestion scheme are _____ communication

(down ward , **upward** , low, non of this)

PR is neither a advertising nor a _____.

(**Propaganda** , private company , advertising, public company)

Webinars are _____ group collaboration

(small , **large** , medium , all of the above)

Corporate communications is a _____ function

(**Management** , internal , external , all of the above)

_____ are periodic publications of an organization

(**House organ** , a single item , PR , non of this)

The _____ Act of 2005 allows the common man to ask uncomfortable questions to the government

(copyright , **RTI** , crisis , non of this)

_____ theory suggest that every organization itself is a part of system.

(**System** , diffusion, RTI , John doe)

The word identity is derived from _____ 'idem' meaning same.

(**Latin** , Greek , franch, Indian)

Corporate identity is the strategy which helps to the _____ economic performance and the efficiency of a company.

(keep constant , decrease , **increase** , none of this)

The _____ will find and follow up stories whether an organization likes it or not

(public , **media** , social media, advertising)

_____ news coverage offers higher credibility as compared to paid advertising

(negative , **positive** , fake, all of the above)

Public relation professional often need to _____

(lie , **multitask** , obeyors , non of this)

Public relation forms a link between top management and _____.

(**Public** , people , middle management , events)

Section 499 _____

(invasion of privacy , **definition law** , invasion of publication, none of this)

John doe order _____

(digital privacy , **online privacy** , invasion of privacy , definition law)

Arranging interviews of _____ in relevant industry and disseminating trade publication of the same.

(**Key personal** , stakeholders , manager , ceo)

_____ is corporate database of Indian companies which contains extensive data on company.

(**Capitaline** , INFA , CMIF , XLM)

Crisis management is the work of _____ professional.

(**Public relation** , IT , people , all of the above)

Blog of _____ are meant for the intellectuals.

(Blogger , **ideas** , ceo, top level management)

Make the reporter's job easier by giving quotable _____ bites

(noice , **sound** , volume ,none of this)

_____ is "many-to-many" collaboration tool

(group conferencing , **web conferencing** , conferencing, all of the above)

Public relation is a _____ communication process.

(one way , **two way** , three way, all of this)