

SYBAMMC (Eng.) Sem-3 Sub: Corp. Com. & Public Relations Regular Exam Nov.-Dec. 2020

Attempt any 40 out of 50 Questions

Each question carry 1.5 mark

Total marks 60

Time 1 hour

*** Required**

1. Email *

2. Student ID number *

3. Students Exam Seat number *

4. Students Full Name (Surname First) *

5. 1. _____ encompasses all individuals or a parties that have an interest in a company and can either affect or be affected by the business.

Mark only one oval.

☐ Stakeholders

☐ Shareholders

☐ Employess

☐ Government

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6. 2. In India, the objectives of corporate communication for a company has moved from attention seeking to enhancing_____.

Mark only one oval.

- ☐ Corporate Reputation
- ☐ Marketing Communication
- ☐ Internal Communication
- ☐ Media Governance

7. 3. Which of the following is NOT an aim or comes under the scope of corporate communication?

Mark only one oval.

- ☐ Build a corporate brand
- ☐ Create a corporate identity
- ☐ Ignore the reputation of the company
- ☐ Encourage effective communication

8. 4. What is the scope of corporate communication ?

Mark only one oval.

- ☐ Effective Management
- ☐ Create Identity
- ☐ Build brand
- ☐ Manage reputation

9. 5. What is the important task of corporate communication in organization today ?

Mark only one oval.

- ☐ Motivation
- ☐ Building reputation
- ☐ Effective Management
- ☐ Internal co-ordination

10. 6. ____ created for,products,services promotions and more

Mark only one oval.

- ☐ Image
- ☐ Pamhplet
- ☐ Advertisements
- ☐ Naming

11. 7. ____ is graphical original mark that presents and identifies company or its products

Mark only one oval.

- ☐ Trademark
- ☐ Logo
- ☐ official stamp
- ☐ packaging

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12. 8. ____ is a very important and specific element of corporate identity that reflects brand features

Mark only one oval.

- ☐ Packaging
- ☐ Promotion
- ☐ Corporate Font
- ☐ Quality

13. 9. ____ is the face of the company. Every document that comes out of the company should be printed

Mark only one oval.

- ☐ Leaflet
- ☐ Envelope
- ☐ Letterhead
- ☐ Pamphlet

14. 10. What Does Corporate Image mean?

Mark only one oval.

- ☐ Image of that Company in Public's mind when they hear about it
- ☐ Image of any particular name related to that company
- ☐ Image of that person who is endorsing the brand
- ☐ Image of the partner associated who have invested money in that company

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15. 11. In present times, each organization should create its own _____

Mark only one oval.

- ☐ Website
- ☐ Linked In Account
- ☐ Newsletters
- ☐ You Tube Channel

16. 12. The term "Ethics" is derived from the Greek word ____ which refers to _____

Mark only one oval.

- ☐ Ethos & Character
- ☐ Ethos & Dignity
- ☐ Ethos & Rules
- ☐ Ethos & Needs

17. 13. Ethical Values of any organisation create _____ in the public eye

Mark only one oval.

- ☐ Responsibility
- ☐ Profitability
- ☐ Credibility
- ☐ Uprightness

18. 14. _____ are abide by Laws, Rules & Regulations relating to their business activities

Mark only one oval.

- ☐ Ethical Executives
- ☐ Executives
- ☐ Workers
- ☐ Teleoperators

19. 15. In 1857, Government passed the ____ which had the rule to have compulsorily licensing for owning printing press

Mark only one oval.

- ☐ British Raj
- ☐ Freedom of Press
- ☐ Gagging Act
- ☐ Press Law

20. 16. The term ____ is an all encompassing term that covers any statement that hurt someones reputation

Mark only one oval.

- ☐ Defamation
- ☐ Ethics
- ☐ Invasion of Privacy
- ☐ Solitude

21. 17. Digital or Online privacy is the term to elucidate the ullegal act of duplication of licensed or copyright material from ____

Mark only one oval.

- ☐ Internet
- ☐ Social Media
- ☐ Corporate
- ☐ E- Commerce

22. 18. The sole purpose of Public Relations is to create:

Mark only one oval.

- ☐ negative publicity
- ☐ to induce hatred
- ☐ to build goodwill and reputataion
- ☐ to increase workforce

23. 19. The Public Relations in India developed with the increase in:

Mark only one oval.

- ☐ Industrialization
- ☐ Education
- ☐ Contemporaray art
- ☐ demand

24. 20. Which ear changed the face of PR in India?

Mark only one oval.

- ☐ Harrapan Era
- ☐ Pre - Independence Era
- ☐ Post Liberalization Era
- ☐ Post Independence Era

25. 21. The very first signs of PR in human history through the use of a clay tablet was found in which country?

Mark only one oval.

- ☐ Israel
- ☐ Iraq
- ☐ India
- ☐ USA

26. 22. On what aspects does PR in today's age focus its attention on?

Mark only one oval.

- ☐ Creating public opinion
- ☐ Enhancing goodwill
- ☐ Need for uniformity
- ☐ Media Relations

27. 23. What Stimulates growth in PR ?

Mark only one oval.

- ☐ mutual understanding and trust
- ☐ Money
- ☐ Fame
- ☐ Intelligence

28. 24. The process of integration of market that increases competition is termed as:

Mark only one oval.

- ☐ Competition
- ☐ Desire
- ☐ Exposition
- ☐ Globalization

29. 25. PR today results in:

Mark only one oval.

- ☐ Increase revenue
- ☐ Increase in workforce
- ☐ Increase in brand awareness and credibility
- ☐ Increase in flow of information

30. 26. The objective of Public Relation is to create:

Mark only one oval.

- ☐ Misunderstanding
- ☐ Publicity
- ☐ Propaganda
- ☐ Knowledge and understanding

31. 27. Whenever a company has something special to announce for its public, it arranges

Mark only one oval.

- ☐ Cultural shows
- ☐ Concerts
- ☐ Press conferences
- ☐ Company meeting

32. 28. The _____ is the person who shapes and sculpts the words in an advertisement.

Mark only one oval.

- ☐ Creative director
- ☐ Linguist
- ☐ Copywriter
- ☐ Layout specialist

33. 29. The term public relations was first coined by _____

Mark only one oval.

- ☐ Thomas Jefferson
- ☐ Scott M. Cutlip
- ☐ Allen H. Center
- ☐ Edward Bernays

34. 30. _____ is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations.

Mark only one oval.

- ☐ Public relations
- ☐ Marketing
- ☐ Publicity
- ☐ Advertising

35. 31. PRO means _____

Mark only one oval.

- ☐ Personal Relations Officer
- ☐ Private Relations Officer
- ☐ Public Relations Officer
- ☐ Program Relations Officer

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36. 32. Which of the four PR models set out below (Grunig and Hunt) is used most by practitioners?

Mark only one oval.

- ☐ Asymmetric
- ☐ Public information
- ☐ Symmetric
- ☐ Press agency

37. 33. ____ gives reporters everything they need to know to write a short news item.

Mark only one oval.

- ☐ Press Kit
- ☐ News Kit
- ☐ Circular
- ☐ Press Release

38. 34. The most popular form of sports' sponsorship is

Mark only one oval.

- ☐ league
- ☐ individual
- ☐ team
- ☐ event

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39. 35. A _____ is the most important form of written communication used by public relations profesional to announce something to the media.

Mark only one oval.

- ☐ Press Release
- ☐ newsletter
- ☐ poster
- ☐ flier

40. 36. _____ is a PR tool to enhance public relations activity.

Mark only one oval.

- ☐ Expo
- ☐ Exhibition
- ☐ advertisement
- ☐ announcement

41. 37. _____ is the communication process of getting someone to do something by convincing him that it is the logical and reasonable thing to do.

Mark only one oval.

- ☐ Persuasion
- ☐ Publicity
- ☐ Public Opinion
- ☐ Theory

42. 38. One of the objectives of Publicity is

Mark only one oval.

- ☐ Building Clientele
- ☐ Building relationships
- ☐ Creating social media
- ☐ Building corporate image

43. 39. Enough ____ communication should be transmitted to take care of confusion ,if any.

Mark only one oval.

- ☐ oral
- ☐ written
- ☐ formal
- ☐ non- verbal

44. 40. One often hears employees wing referred to as the _____ of an organization.

Mark only one oval.

- ☐ elements
- ☐ liabilities
- ☐ assets
- ☐ profitability

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45. 41. The employee publication , also known as _____, is one good way of teaching a large number of employees in an interesting and credible way.

Mark only one oval.

- ☐ house journal
- ☐ idea boxes
- ☐ shop floor discussion
- ☐ employee blog

46. 42. Not all managers are automatically equipped with the skills, they need to be _____

Mark only one oval.

- ☐ motivator
- ☐ leader
- ☐ effective communicator
- ☐ flexible

47. 43. Which of these is an electronic mode of communication?

Mark only one oval.

- ☐ letter
- ☐ manuals
- ☐ fax
- ☐ notices

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48. 44. Which of these is an example of formal channel of communication?

Mark only one oval.

- ☐ Reports
- ☐ Text messaging
- ☐ Indirect communication
- ☐ calls

49. 45. A _____ is defined as an adverse event or a great and sudden calamity that needs immediate addressing

Mark only one oval.

- ☐ Crisis
- ☐ Event
- ☐ Ads
- ☐ Promotion

50. 46. _____ refers to special wing which deals with the reputation of the Individuals as well as the organisation

Mark only one oval.

- ☐ Non verbal
- ☐ Crisis Communication
- ☐ verbal communication
- ☐ Conferences

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51. 47. Crisis can have _____ effect on the brand image

Mark only one oval.

- ☐ Negative
- ☐ Netural
- ☐ Positive
- ☐ passive

52. 48. _____ should not ignore any of the external parties and important clients

Mark only one oval.

- ☐ Society
- ☐ Neighbour
- ☐ Employees
- ☐ Students

53. 49. The word _____ is short of 'web log'.

Mark only one oval.

- ☐ email
- ☐ blog
- ☐ PC
- ☐ mobile phones

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54. 50. _____ constitutes one of the most important publics for corporate communicators.

Mark only one oval.

- ☐ Internet
- ☐ Journals
- ☐ Media
- ☐ Newspapers
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