CORPORATE COMMUNICATION AND PUBLIC RELATION
MULTIPLE CHOICE QUESTIONS:
1) ______ is often published by brokerage firm.
   a) Daily newspapers
   b) Market newsletters
   c) Trade magazines
   d) Financial advertisements
2) 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
3) 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
4. Corporate public relations seek to project the image and identity of the ________.
   a) Organization
   b) Customers
   c) Public
   d) None of these
5. ______ is integral to ‘managerial’ activities, such as planning, coordinating and counselling.
   a) Mass communication
   b) Business communication
   c) Corporate communication
   d) Critical communication
6. ______ comes under traditional media.
   a) Internet
   b) Television
   c) Blog
   d) Social networking sites
   e)________
7) Public relations have emerged as a __________ communication network
   a) national,
   b) global
   c) multinational
   d) None of these
8. An ______ blog is particularly available weblog where company employees, teams, or spokesperson share their views.
   a) Internal
   b) Universal
   c) External
d) Employee

4) 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

5) Today PR have emerged as a ________ communication network
   a) Global
   b) National
   c) Multinational
   d) None of these

18. 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**

18) ________is the visual manifestation of the company's reality.
   a) Corporate logo
   b) Corporate identity
   c) **Corporate Design**
   d) Corporate Reputation

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

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

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

22. Financial relations involve communicating essentially with company’s ________.
   a) **Stockholders**
   b) Employees
   c) Media
   d) Management

19) Corporate identity is conceived as a totality of a company's behavior, communication and ________.
   a) payment
b) packing  
c) carriage  
d) **symbolism**  

6) __________ theory is another way to look at how people process and accept information.  
a) Social Exchange  
b) **Situational**  
c) Systems  
d) Diffusion

20) In corporate identity, __________ concerns the use of logos, house styles, staff outfits and other visual cues.  
a) symbolism  
b) communication  
c) behavior  
d) **design**

23. 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

24. __________ is the newswire of the digital revolution?  
a) Newsletter  
b) Press release  
c) **Blogging**  
d) Corporate magazines

25. __________ helps in building a good image of the company.  
a) Publicity  
b) Propaganda  
c) Communications  
d) **Public Relations**

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

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

28. __________ 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.

29. With __________ existing industry competitors face turbulence and unpredictability.  
a) Regulation
b) Deregulation
c) Press agentry
d) Public information

21) _______ 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

22) _______ 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

30. 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

31. 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

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

33. 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

34. 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

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

23) Corporate Image is about _______
a) Image
b) Emotions
c) Reputation
d) Symbols

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

25) If the statement is written and published, the defamation is called ________
a) Libel
b) Slander
c) Copyright
d) Piracy

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

27) In India, defamation can be ________ offence
a) Civil wrong
b) Crime
c) Not a civil wrong
d) Not a criminal

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

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

38. ______ 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

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

40. ______ 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**

41. ______ is a formal source of employee communication.

a) **Public relation system**
b) Grapevine
c) Management
d) Co-workers

42. ______ should find ways to communicate regularly with employees without making it tedious.

a) Journalists
b) Customers
c) Stakeholders
d) **Manager**

43. The first rule of crisis management is to ______.

a) Communicate
b) Hide
c) Negate
d) Deny

44. ______ is useful for explaining how we reach important decisions.

a) Systems theory
b) Situation theory
c) Social exchange theory
d) **Diffusion theory**

45. In a _____ reputational capital is lost.

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

46. ______ 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

47. ______ 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**

48. A primary way to reach financial analyst is through ______.

a) Letters
b) **Investment conferences**
c) Advertisements
d) Circulars

49. ______ 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  

50. 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  

51. All advertisement which are designed to raise money from the general public are named as ______ advertising.
   a) Product  
b) Company  
c) Financial  
d) Corporate  

52. ______ constitute one of most important publics for corporate communication.
   a) Media  
b) Internet  
c) Journals  
d) magazines  

53. 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  

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

55. ______ 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  

56. ______ 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  

57. 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
58. 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

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

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

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

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

63. ______ are excellent monitoring and environmental scanning tools.
   a) Newspaper
   b) Radio
   c) Blog
   d) Television

64. 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

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

66. 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

67. ______ acts as watchdog for society.
a) Management
b) Employees
c) Technology
d) Media
68. 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
69. The corporate communication is tightly connected to ______.
a) Strategy implementation and strategy formulation
b) Image reputation
c) Image enhancement
d) Communication issues
70. 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
71. The media shapes or ______.
a) Attitude
b) Opinion
c) Plane
d) behaviour
72. In ____ communication was essentially one-way.
a) Two-way asymmetrical
b) Two-way symmetrical
c) One-way symmetrical
d) Public information
73. ______ 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
74. ______ 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
75. 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
76. ______ 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  
77. If the statement is made in writing and published, the defamation is called _____.
   a) Slander  
   b) Copyright  
   c) Libel  
   d) Invasion of privacy  
78. _____ 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
79. In India defamation can be _____ offence.
   a) Civil Wrong  
   b) Criminal  
   c) No  
   d) Civil Wrong and a Criminal
80. _____ is the visual manifestation of the company’s reality.
   a) Corporate logo  
   b) Corporate identity  
   c) Corporate design  
   d) Corporate reputation
81. The first step in building effective media relations is _____.
   a) Researching the angle  
   b) Writing the pitch  
   c) Contacting media  
   d) Introducing the brand
82. _____ 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
83. _____ is tightly connected to strategy implementation and strategy formulation.
   a) Business communication  
   b) Mass communication  
   c) Critical communication  
   d) Corporate communication
84. _____ does NOT come under media relations.
   a) Increasing public awareness  
   b) Promoting organization  
   c) Generating funds  
   d) None of the above
85. 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
86. _____ demands an integrated approach to managing communication.
a) Business communication  
**b) Corporate communication**  
c) Mass communication  
d) Critical communication

87. ______ is semi-professional blog of the company  
a) Image blog  
b) Product blog  
c) **Blog hub**  
d) Executive blog

88. ______ are widely considered a prominent metric to determine the popularity of a blog.  
a) Website  
b) **RSS**  
c) Twitter account  
d) Email Id

89. 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**

90. ______ is usually distributed by satellite.

**a) VNR**  
b) Telephone  
c) Letters  
d) Fax

91. PR management function does not encompasses________.  
a) Anticipating public opinion  
b) Setting objectives  
c) Researching and evaluating actions  
d) Exaggerating policies

92. 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

93. 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

94. Skype can be better used for ______.  
a) Telemarketing  
b) Corporate websites  
c) **Web conferencing**  
d) Blogging

95. ______ 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
96. ______ offer interactive and dialogical communication.
   a) Television life
   b) Blogs
   c) Letters
   d) Fax
97. ______ are a vast untapped resource of potential customers and grassroots support on financial issues.
   a) Government personnel
   b) Journalists
   c) Managers
   d) Stockholders
98. The challenge before financial communication experts is how to promote financial ______.
   a) Inclusion
   b) Risk
   c) Gain
   d) Disparity
99. ______ theories gives us more specific information about ‘publics’ communication need.
   a) Systems theory
   b) Situation theory
   c) Social exchange theory
   d) Diffusion theory
100. The uncertainty of a crisis produces more stress for ______.
    a) Journalists
    b) Media
    c) Stakeholders
    d) Government
101. Loss of ____ is the most severe outcomes of organization crises.
    a) Human life
    b) Finance
    c) Reputation
    d) Image
102. The ______ serve as interactive platforms where employees without making it tedious.
    a) Telegram
    b) Fax
    c) Intranets
    d) Press release
103. ______ communication is usually arbitrarily and incompletely planned or if planned only in reaction to specific events.
    a) Employee
    b) Media
    c) External
    d) Managerial
104. 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

105. 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

106. _______ is a feature of new media.

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

107. _______ 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

108. 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

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

a) System theory
b) Situation theory
c) Diffusion theory
d) **Social exchange theory**

110. _______ has broken down traditional divisions of stakeholders including employees, customer, shareholders etc.

a) Social media
b) Public information
c) Press agentry
d) Deregulation

111. _______ is the oldest form of public relations.

a) Two-way asymmetrical
b) Two-way symmetrical
c) **Press agentry**
d) Public information

112. _______ theory is another way to look at how people process and accept information.

a) **Diffusion**
b) System
c) Situational
d) Social exchange

113. 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

114. 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

115. If a statement that hurts someone’s reputation is spoken, the statement is ______.
a) Libel
b) Slander
c) Copyright
d) Invasion of privacy

116. In corporate identity _____ concerns the use of logos, housestyles, staff outfits and other visual clues.
a) Symbolism
b) Communication
c) Behaviour
d) Design

117. ______ is all kind of impressions that the community makes about a corporation.
a) Corporate identity
b) Corporate brand
c) Corporate image
d) Corporate personality

118. ______ is an all-encompassing term that covers any statement that hurts someone’s Reputation.
a) Appropriation
b) Defamation
c) Piracy
d) Intrusion

119. Corporate identity is conceived as the totality of a company’s behaviour, communication and ______.
a) Payment
b) Packing
c) Carriage
d) Symbolism

120. ______ 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

121. ______ theory uses the economy metaphor of cost and benefit to predict behaviour.
a) Situational
b) System
c) Social exchange
d) social
122. ______ 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

123. ______ is a form of broadcasting production that incorporates streaming video and audio on the internet.
   a) Audio-casting
   b) Broadcasting
   c) **Webcasting**
   d) Telecasting

124. ______ 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

125. ______ play an important role in creating strategies for India’s growth forward.
   a) **Five year plans**
   b) Communication
   c) Managements
   d) Employees

126. 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

127. 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

128. 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

129. 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**
130. Public relations synonymous with promotions and publicity_____.
   a) **Press agency**
   b) Two-way asymmetrical
   c) Two-way symmetrical
   d) Public agentry

131. _______ 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**

132. 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

133. Public relations is______.
   a) Spin
   b) Rhetoric
   c) Stunt
   d) **Mutual understanding**

134. _______ is an audience for financial communication.
   a) Individual stakeholders
   b) Teachers
   c) Workers’ family
   d) Psychologists

135. 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

136. _______ is NOT usually impacted by crisis.
   a) Human life
   b) Stakeholders
   c) **Unfavorable reputation**
   d) Employees

137. _______ 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

138. 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

139. _______ 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
140. _______ 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
141. Today most social conflicts are caused by changing values and higher expectations from the _______.
   a) Subordinates
   b) Owners
   c) Employees
   d) superiors
142. When there are objectives, results can be measured against them, making PR_______.
   a) A tangible activity
   b) An intangible activity
   c) An abstract activity
   d) An unidentifiable activity
143. ______ 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
144. The organization should look upon reporters as _____.
   a) Allies
   b) Intruders
   c) Enemies
   d) Adversaries
145. ______ 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
146. ______ 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
147. 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
148. Corporate public relations seek to project the image and identity of the
_______.
   a) Customers
   b) Public
   c) **Organization**
   d) Employees

149. Today public relations have emerged as a _______ communication network.
   a) National
   b) **Global**
   c) Multinational
   d) Local

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

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

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

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

154. Communicating with ______________public is known as financial communication
   a) Consumer
   b) **Financial**
   c) Government
   d) External

155. Majority of corporate crisis arises due to _________problems
   a) External
   b) Internal
   c) **Social**
   d) Public

156. 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

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

158. ________ 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

159. Financial relations involve communicating essentially with company's________
   a) Stockholders
   b) Employees
   c) Media
   d) Management

160. 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

161. Public relations have emerged as a ________communication network
   a) National
   b) Global
   c) Multinational
   d) None of these

162. ________is the visual manifestation of the company's reality.
   a) Corporate logo
   b) Corporate identity
   c) Corporate Design
   d) Corporate Reputation

163. Corporate identity is conceived as a totality of a company's behavior, communication and ________.
   a) payment
   b) packing
   c) carriage
d) symbolism

164. In corporate identity, ________concerns the use of logos, house styles, staff outfits and other visual cues.
   a) Symbolism
   b) communication
   c) Behavior
d) design
165. _______ 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

166. _______ 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

167. Vision and mission statements influence _______.
   a) Corporate Image  
   b) Corporate Identity  
   c) Corporate Reputation  
   d) Corporate Personality

168. 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

169. Corporate Image is about _______.
   a) Image  
   b) Emotions  
   c) Reputation  
   d) Symbols

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

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

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

173. In India, defamation can be ________ offence.
    a) Civil wrong  
    b) Crime  
    c) Not a civil wrong
d) Not a crime
174. _______ is an invasion of privacy
   a) Appropriation
   b) Defamation
   c) Piracy
   d) Intrusion
175. _______ acts as watchdog for society
   a) Management
   b) Employees
   c) Technology
   d) Media
176. With _______ existing industry competitors face turbulence
   a) Regulation
   b) Deregulation
   c) Press Agency
   d) Public information
177. _______ has broken down traditional divisions of stakeholders
   a) Social media
   b) Public Information
   c) Press agency
   d) Deregulation
178. _______ is a commanding force in managing the attitudes of the general public toward organizations.
   a) Management
   b) Employees
   c) Technology
   d) Media
179. 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
180. 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
181. _______ uses the economic metaphor of costs and benefits to predict behavior.
   a) Systems theory
   b) Situational theory
   c) Diffusion theory
   d) Social exchange theory.
182. ________ are part of a greater environment made up of many systems
   a) World
   b) Organizations
   c) Work culture
d) None of the above

183. __________ 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  

184. 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  

185. Media coverage is considerably more credible than
   a) advertising  
   b) facts  
   c) data  
   d) Reality  

186. __________ relations foster public understanding about the organization's values and beliefs.
   a) Media relations  
   b) employee relations  
   c) Propaganda  
   d) Publicity  

187. __________ 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  

188. ________ is a formal source of communication
   a) Public relations system  
   b) Grapevine  
   c) Management  
   d) Co-workers  

189. __________ communication is usually arbitrarily planned or if planned only in reaction to specific events.
   a) Employee  
   b) Media  
   c) External  
   d) Managerial  

190. 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  

191. __________ should find ways to communicate regularly with employees without making it tedious.
   a) Journalists
b) Customers

c) Stakeholders

d) Managers

192. 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

193. Loss of _______ is the most severe outcome of firm

a) Human life

b) Finance

c) Reputation

d) Image

194. In a _______ reputational capital is lost

a) Crisis

b) Merger

c) Acquisition

d) Expansion

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

a) Reputational capital

b) Capital

c) Resources

d) Money

196. The first rule of crisis management is to __________-

a) Communicate

b) Hide

c) Negate

d) Deny

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

a) Five year plans

b) Communication

c) Managements

d) Employees

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

a) Inclusion

b) Risk

c) Gain

d) Disparity

199. A primary way to reach financial analyst is through_____

a) Letters

b) Investment Conference

c) Advertisements

d) Circulars

200. ______________ are a vast untapped resource of potential customers and grassroots support

a) Government personnel’s

b) Journalist
c) Managers
d) Stockholders
201. __________ offer dialogical and interactive communication
   a) Television
   b) Blogs
   c) Letters
   d) Fax
202. Most communities look to __________ as the most credible source of information
   a) Newspapers
   b) Television
   c) Radio
   d) Social media
203. __________ 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
204. __________ is regarded as an interactive media via the web
   a) Weeklies
   b) Broadcast media
   c) Print media
d) New media
205. Skype can be better used for ________
   a) Telemarketing
   b) Corporate websites
   c) Web conferencing
   d) Blogging
206. Voice conferences are ______
   a) Less expensive
   b) More expensive
   c) Mediate expensive
   d) None of the above
207. Corporate PR seeks to project the image and identity of the __________
   a) Organisation
   b) Customers
   c) Public
   d) None of these
208. 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
209. 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
d) None of these
210. The main role of corporate communication is to make the brand ________-
   a) Identity
   b) Loyalty
   c) Image
   d) None of these
211. __________ 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
212. __________ is the main role of corporate communication with respect to
     brand
   a) Recognition
   b) Loyalty
   c) Value
   d) Positioning
213. Spoken defamation is called ______
   a) Insult
   b) Libel
   c) Slander
   d) Grapevine
214. Corporate identity is __________ of company
   a) Favourable image
   b) Inner Image
   c) CSR
   d) Management Image
215. Right to information Act came in ______
   a) 2006
   b) 2005
   c) 2003
   d) 2004
216. Digital Piracy is __________
   a) Tort
   b) Illegal
   c) Legal
   d) Allowed
217. The copyright act came in the year ______
   a) 1957
   b) 1958
   c) 1954
   d) 1965
218. False Light claim is a type of ______
   a) Invasion of Piracy
   b) Copyright Act
   c) Invasion of Privacy
   d) Defamation
219. Defamation is not a crime but it is a ______
   a) Tort
b) Illegal  
c) Legal  
d) Allowed  
220. ________ article guarantees freedom of speech and expression  
   a) Article 19  
   b) Article 15  
   c) Article 16  
   d) Article 20  
221. 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  
222. Corporate identity brings out __________ relationship  
   a) Homogenous  
   b) Harmonious  
   c) Heterogeneous  
   d) None of these  
223. Corporate designs involve ____  
   a) Logos  
   b) Advertising  
   c) Internal Values  
   d) Norms  
224. The term ethics is derived from ______  
   a) Ethos  
   b) Ethical  
   c) Era  
   d) Empathy  
225. Code of professional standard for the practice of Public Relation have been adopted from ______  
   a) India  
   b) America  
   c) England  
   d) China  
226. The law of defamation varies from ________  
   a) State to State  
   b) Local to state  
   c) Region to Region  
   d) None of these  
227. PIO stands for __________  
   a) Public Information Officer  
   b) People Information Officer  
   c) Public Indulging Officer  
   d) None of these  
228. 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
229. In the recent past we saw the rampant violation of the copyright policy of the __________ movie

e) Udta Punjab
f) Namaste London
g) Rang de basanti
h) Wanted

230. 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

231. The beginning of Public Relations date back to the early 1990s which witnessed the big change in _________

e) India
f) America
g) England
h) China

232. Today PR have emerged as a __________ communication network

e) Global
f) National
g) Multinational
h) None of these

233. __________ theory uses the economic metaphor of cost and benefit to predict behavior

a) Social Exchange
b) Situational
c) Systems
d) Diffusion

234. __________ theory is another way to look at how people process and accept information

e) Social Exchange
f) Situational
g) Systems
h) Diffusion

235. __________ is not essential of public relations

a) Human Relations
b) Empathy
c) Dialogue
d) None of these

236. __________ was a pioneer of PR in the form of philanthropy

a) Tata
b) Reliance
c) Wipro
d) Accenture

237. Makhan Lal University was set up to exclusively cater to training and teaching

a) Mass Communication
b) Verbal Communication
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

PR deals with facts not __________

a) Fictions  
b) Truth  
c) Myths  
d) None of these

PR cannon afford to be a ________ game

a) Guessing  
b) Real  
c) Serious  
d) Multi-disciplinary

The term “communis” derived from ___word.

a) Greek.  
b) Latin.  
c) Chinese.  
d) English.

Communication means ___information, feeling and thoughts, with others.

a) To receive.  
b) Exchange of.  
c) Conveying.  
d) All the above.

Grapevine communication is associated with _____communication.

a) Formal  
b) Informal  
c) Horizontal  
d) Vertical.

Informal communication is otherwise known as ______ communication.

a) Grapevine.  
b) Lateral.  
c) Visual.  
d) Horizontal.

Communication is a __________

a) One way process  
b) Two way process  
c) Three way process.  
d) Four way process

Any conversation with a purpose is termed as ________

a) Empathy  
b) Persuasion  
c) Dialogue  
d) None of these
247. ______________ 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

248. 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

249. 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

250. 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

251. __________ aspects of business regulate both economic and non-economic issues.

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

252. There are many acts passed by India government related with business and economy aspects like The Indian Contract Act ______

a) 1872  
b) 1873  
c) 1874  
d) 1875

253. 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

254. 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
255. There are ______ basic principles of Public Relations
   a) 8
   b) 9
   c) 5
   d) 10
256. 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
257. ________is more effective than paid advertising
   a) Public Relations
   b) Social Media
   c) Print Media
   d) None of these
258. PR has become an essential part of ________ communications.
   a) Marketing
   b) Human Resources
   c) Finance
   d) None of these
259. 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
260. ________ 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
261. The Principles and objectives of public relations are ________ in character.
   a) Universal
   b) Local
   c) State bounded
   d) None of these
262__________ theory uses the economic metaphor of cost and benefit to predict
     behavior
   e) Social Exchange
   f) Situational
   g) Systems
   h) Diffusion
263__________ theory is another way to look at how people process and accept
     information
   i) Social Exchange
j) Situational  
k) Systems  
l) Diffusion