Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021

Course Name - - PR & Corporate Communication Course Code - MMSJC203

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Answer all the questions. Each question carry one mark.

9. 1. Corporate communication is ______ in nature.

- Simple
- Complex
- Plain
- Symmetric

10. 2.Corporate identity is conceived as the totality of a company's behavior, communication and _____

Mark only one oval.

Symbolism

Expressionistic style

Actions

- Nonverbal behaviour
- 11. 3. _____ is semi-professional blog of the company

Mark only one oval.

- 🔵 Image blog
- Product blog

🔵 Blog hub

- Executive blog
- 12. 4. _____ is one of the most powerful tools in reaching the masses, especially when problems arise.

Mark only one oval.

Public relations officer

🔵 Media

Management

Public

13. 5. PR cannon afford to be a _____ game

Mark only one oval.

\bigcirc	Guessing
------------	----------

Real

- Serious
- Multi-disciplinary
- 14. 6.Public relations have emerged as a_____ communication network

Mark only one oval.

- national
- 🔵 global
- ____ multinational
- None of these

15. 7. The first rule of crisis management is to _____

Mark	only	one	oval.
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- Communicate
- Hide
- Negate
- Deny

16. 8. _____ does NOT come under media relations.

Mark only one oval.

- Increasing public awareness
- Promoting organization
- Generating funds
- None of these
- 17. 9. _____ helps in building a good image of the company.

Mark only one oval.

- Publicity
- Propaganda
- Communications
- Public Relations
- 18. 10. _____ is not essential of public relations

- Human Relations
- Empathy
- Dialogue
- None of these

19. 11. ______ is an all-encompassing term that covers any statement that hurts someone reputation

Mark only one oval.

- Appropriation
- Defamation
- Piracy
- Intrusion
- 20. 12. _____ are the two most important public relations tools for maintaining good stockholder relations.

Mark only one oval.

- Annual reports and stockholder meeting
- Annual reports and press release
- House journals and stockholder meeting
- Newsletters and house journa
- 21. 13. The first step in organizing employee communication is_____

- Taking a close look at the organizations and its structure
- Identifying tools and tactics
- Developing and implementations plan
- Measuring the effectiveness of the communication plan

22. 14.Corporate designs involve _____

Mark only one oval.

____ Logos

- Advertising
- Internal Values

Norms

23. 15. PR has become an essential part of _____ communications.

Mark only one oval.

\bigcirc	Marketing
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- Human Resources
- Finance
- None of these

24. 16. The first role of crisis management is to _____

Mark only one oval.

Avoid media

Communicate

- Never take responsibility for the crisis
- Make "off the record" statement

25. 17. The corporate communication is tightly connected to _____

Mark only one oval.

- Strategy implementation and strategy formulation
- Image reputation
- Image enhancement
- Communication issues
- 26. 18. A prominent feature of corporate communication is that it is _____

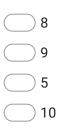
Mark only one oval.

- Simple in nature
- Complex in nature
- Exclusively about managing communication
- Not a part of the management function
- 27. 19. Corporate ______ identity plays a significant role in the way an organization presents itself to both internal and external stakeholders

- Ethical
- Profit motive
- Profit maximization
- None of these

28. 20. There are _____ basic principles of Public Relations

Mark only one oval.



29. 21. Corporate identity is conceived as a totality of a company's behavior, communication and _____

Mark only one oval.

- ____ payment
- ____ packing
- ____ carriage
- _____ symbolism
- 30. 22._____ is the 'face' of the company.

Mark only one oval.

Website

- Company office
- Twitter account
- Email Id

31. 23. _____ offer interactive and dialogical communication.

Mark only one oval.

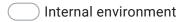
\square	Television	life
\square	Blogs	
	-	

____ Letters

- 🔵 Fax
- 32. 24. Skype can be better used for _____

Mark only one oval.

- _____ Telemarketing
- Corporate websites
- Web conferencing
- Blogging
- 33. 25. The ______ is generated within the organization which influences in the decision making of PR.



- External environment
- Economic environment
- None of these

34. 26.An example of pull-media is _____

Mark only one oval.

Magazines

- Newspapers
- Bill boards
- RSS
- 35. 27. ______ is a page on company's website that contains resources and information for reporters and publishers.

Mark only one oval.

- RSS
- 📃 Media kit

🔵 Social media

- VNR
- 36. 28. Corporations often use ______ to promote their products or services, using well- known performer or other "name" figure as a spokesperson.

- Press conference
- Web conferencing
- Satellite media tours
- Blogging

37. 29. ______ communication is usually arbitrarily planned or if planned only in reaction to specific events.

Mark only one oval.

- Employee
- ____ Media
- External
- 🔵 Managerial
- 38. 30. Any conversation with a purpose is termed as _____

Mark	only	one	oval.

\bigcirc	Empathy
\bigcirc	Persuasion

🔵 Dialogue

None of these

39. 31. Today PR have emerged as a _____ communication network

- 🔵 Global
- National
- Multinational
- None of these

40. 32. In a _____ reputational capital is lost.

Mark only one oval.

Crisis

Acquisition

Expansion

41. 33. The ______ is the best suited for tackling the issue involved in employee communication from inside.

Mark only one oval.

🔵 In-house campaign

Press conference

🔵 Social media

🔵 Bill boards

42. 34. Public relations have emerged as a _____ communication network

Mark only one oval.

National

📃 Global

Multinational

None of these

43. 35. _____ was a pioneer of PR in the form of philanthropy

Mark only one oval.

	ta
Re	liance
Wi	pro
Ac	centure

44. 36. Media coverage is considerably more credible than _____

Mark only one oval.



Facts

🔵 Data

🔵 Reality

45. 37. _____ is a major function of image blog.

Mark only one oval.

Corporate social responsibility

Advertising

- News related to its products
- Filtering out all external criticis

46. 38. ______ theories provide a framework through which to view organizations and their relationships with the environment.

Mark only one oval.

- System theory
- Situation theory
- Social exchange theory
- Diffusion theory
- 47. 39.PIO stands for _____

Mark only one oval	al.
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Public Information Officer

- People Information Officer
- Public Indulging Officer
- None of these
- 48. 40.In today's world, where everyone is ______ connected, PR helps your business to make the most of your online presence.

- Face to face
- Digitally
- Over a call
- None of these

49. 41. If organization have ______ it may take a crisis for an organization to access environmental changes.

Mark only one oval.

- Closed system
- Open system
- Two-way communication
- Interaction with environment
- 50. 42. Corporate reputation is _____

Mark only one oval.

- Not an image building exercise
- Only about crisis management
- All about retaining best talent
- Equal to social responsibility
- 51. 43. Public relations is _____

Mark only one oval.

_____ Spin

📃 Rhetoric

Stunt

Mutual understanding

52. 44. The main role of corporate communication is to make the brand

Mark only one oval.

Identity
Loyalty
Image
None of these

53. 45. The ______ defines it as a 'strategic communication process.' The aim is to build beneficial relationships between organizations and their publics.

Mark only one oval.

- Public Relations Society of America
- Public Relations Society of England
- Public Relations Society of India
- Public Relations Society of China
- 54. 46. ______ theory is another way to look at how people process and accept information_____

- Social Exchange
- Situational
- Systems
- Diffusion

55. 47.The phrase corporate communication and company departments dealing with it first emerged at the beginning of the day _____

Mark only one oval.

- 20th century
- 19th century
- 18th century
- 17th century
- 56. 48. PRSI stands for _____

Mark only one oval.

- Public Relations Symposium of India
- Republic Relations Society of India
- Public Relations System of India
- Public Relations Society of Indonesia
- 57. 49. Voice conferences are _____

Mark only one oval.

Less expensive

- More expensive
- Mediate expensive
- None of these

58. 50. 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.

Mark only one oval.

- Practitioners
- Employees
- Employer
- None of these
- 59. 51.The word_____ is short for 'web blog.'____

Mark only one oval.

📄 Skype

🕖 Blog

🔵 Twitter

🔵 What's up

60. 52. One very important reason for having media relations is that it _____

Mark only one oval.

Betters the reputation of the company

🔵 Help in propaganda

- Covers up rumor
- Increases marketing expenses

61. 53. Financial relations involve

Mark only one oval.

- Staging special events such as picnic
- Communicating with company's stockholders
- Creating awareness about environment
- Releasing booklets and brochures
- 62. 54. The uncertainty of a crisis produces more stress for _____

Mark only one oval.

- Reputational capital
- 🔵 Capital

Resources

- Money
- 63. 55. ______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.

- Corporate Communication
- Corporate Identity
- Public Relations
- None of these

64. 56. One way to improve management employee communications is that mangers

Mark only one oval.

- Should not talk much to the employees
- Should communicate through formal written medium
- Should avoid regular staff meeting
- Should find ways to solicit feedback from the employee
- 65. 57.All advertisement which are designed to raise money from the general public are named as ________ advertising.

Mark only one oval.

ProductCompany

Financial

Corporate

66. 58. _____ demands an integrated approach to managing communication.

Mark only one oval.

Business communication

Corporate communication

Mass communication

Critical communication

	67.	59. Corporate Image is about
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Mark only one oval.

🕖 Image

Emotions

Reputation

Symbols

68. 60. PR deals with facts not _____

Mark only one oval.

\sim		
	\	F :
	1	Fictions

____ Truth

____ Myths

None of these

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