

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

Course Name - –PR & Corporate Communication

Course Code - MMSJC203

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- M.SC.CS)
- M.SC.(ANCS)
- M.SC.(MM)
- B.A.(Eng)

Answer all the questions. Each question carry one mark.

9. 1. Corporate communication is \_\_\_\_\_ in nature.

*Mark only one oval.*

- 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 cannot afford to be a \_\_\_\_\_ game

*Mark only one oval.*

- 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.*

- 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

*Mark only one oval.*

- 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 \_\_\_\_\_

*Mark only one oval.*

- 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.*

- Marketing
- 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

*Mark only one oval.*

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

28. 20. There are \_\_\_\_\_ basic principles of Public Relations

*Mark only one oval.*

8

9

5

10

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.*

- Television life
- 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.

*Mark only one oval.*

- Internal environment
- 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.

*Mark only one oval.*

- 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.*

- Empathy
- Persuasion
- Dialogue
- None of these

39. 31. Today PR have emerged as a \_\_\_\_\_ communication network

*Mark only one oval.*

- Global
- National
- Multinational
- None of these

40. 32. In a \_\_\_\_\_ reputational capital is lost.

*Mark only one oval.*

- Crisis
- Merger
- 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.*

- Tata
- Reliance
- Wipro
- Accenture

44. 36. Media coverage is considerably more credible than \_\_\_\_\_

*Mark only one oval.*

- Advertising
- 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 criticisms



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.*

- 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.

*Mark only one oval.*

- 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\_\_\_\_\_

*Mark only one oval.*

- 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.*

- Better 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.

*Mark only one oval.*

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

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

\_\_\_\_\_

*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.*

- Product
- Company
- 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 \_\_\_\_\_

*Mark only one oval.*

- Image
- Emotions
- Reputation
- Symbols

68. 60. PR deals with facts not \_\_\_\_\_

*Mark only one oval.*

- Fictions
- Truth
- Myths
- None of these

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