



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Science in Media Science & Journalism

Course Name – PR & Corporate Communication

Course Code - MMSJC203

(Semester II)

Time allotted : 1 Hrs.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) _____ uses the economic metaphor of costs and benefits to predict behavior.

a) System theory	b) Situation theory
c) Diffusion theory	d) Social exchange theory
- (2) _____ theory is another way to look at how people process and accept information.

a) Diffusion	b) System
c) Situational	d) Social exchange
- (3) _____ is all kind of impressions that the community makes about a corporation.

a) Corporate identity	b) Corporate brand
c) Corporate image	d) Corporate personality
- (4) _____ is an all-encompassing term that covers any statement that hurts someone's Reputation.

a) Appropriation	b) Defamation
c) Piracy	d) Intrusion
- (5) _____ is NOT usually impacted by crisis.

a) Human life	b) Stakeholders
c) Unfavorable reputation	d) Employees
- (6) _____ 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
- (7) Majority of corporate crisis arises due to _____ problems

a) External	b) Internal
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- c) Social
d) Public
- (8) Now PR is used for Increasing _____
a) Community Relations
b) Strategic Communication
c) Non-Government Organization
d) Media Relations
- (9) 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
- (10) 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
- (11) Public relations have emerged as a _____ communication network
a) National
b) Global
c) Multinational
d) None of these
- (12) _____ is the visual manifestation of the company's reality.
a) Corporate logo
b) Corporate identity
c) Corporate Design
d) Corporate Reputation
- (13) _____ 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
- (14) _____ 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 identity
d) Corporate Reputation
- (15) Vision and mission statements influence _____
a) Corporate Image
b) Corporate Identity
c) Corporate Reputation
d) Corporate Personality
- (16) 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
- (17) If the statement is written and published, the defamation is called _____
a) Libel
b) Slander
c) Copyright
d) Piracy
- (18) If a statement that hurts someone's reputation is spoken, the statement is called _____
a) Libel
b) Slander
c) Copyright
d) Piracy
- (19) In India, defamation can be _____ offence
a) Civil wrong
b) Crime
c) Not a civil wrong
d) Not a crime
- (20) _____ is an invasion of privacy
a) Appropriation
b) Defamation
c) Piracy
d) Intrusion

- (21) _____ acts as watchdog for society
- a) Management
 - b) Employees
 - c) Technology
 - d) Media
- (22) With _____ existing industry competitors face turbulence
- a) Regulation
 - b) Deregulation
 - c) Press Agency
 - d) Public information
- (23) _____ has broken down traditional divisions of stakeholders
- a) Social media
 - b) Public Information
 - c) Press agency
 - d) Deregulation
- (24) _____ is a commanding force in managing the attitudes of the general public toward organizations.
- a) Management
 - b) Employees
 - c) Technology
 - d) Media
- (25) 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
- (26) 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
- (27) _____ uses the economic metaphor of costs and benefits to predict behavior
- a) Systems theory
 - b) Situational theory
 - c) Diffusion theory
 - d) Social exchange theory.
- (28) 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
- (29) _____ should find ways to communicate regularly with employees without making it tedious.
- a) Journalists
 - b) Customers
 - c) Stakeholders
 - d) Managers
- (30) 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
- (31) Loss of _____ is the most severe outcome of firm
- a) Human life
 - b) Finance
 - c) Reputation
 - d) Image
- (32) Public relations activity is ?
- a) Deliberate
 - b) Unplanned
 - c) Paid
 - d) None of the above
- (33) The terms public information and public affairs are mostly used by?
- a) Non-Profit Organisations
 - b) Educational Institutions
 - c) Government
 - d) All of the above
- (34) Identifying and addressing issues of public concern that affect the organization is?

- a) Community Management
c) Issues Management
- b) Public Affairs
d) Media Management
- (35) The essential skills public relations professionals should have?
a) Problem Solving Ability
c) Planning Expertise
- b) Writing Skills
d) All of the above
- (36) Public Relations is a process that builds.....between organisation and its
.....
a) Strategic communication, mutually beneficial relationships, publics
c) Mutual relationship, beneficial relationship, communication
- b) Strategic communication, mutually beneficial relationships, public
d) Mutually beneficial relationships, strategic communication, publics
- (37) Who of the following pioneers is regarded as the ‘first counsel of PR’
a) PT Barnum
c) Ivy Lee
- b) Scott Cutlip
d) Edward Bernays
- (38) Ivy Lee’s public relations practice stressed on:
a) Humanising Business
c) Ignoring Media
- b) Two Way Communication
d) Top Management
- (39) The first news release during the modern times was developed by
a) Edward Bernays
c) Zenla Mucha
- b) Ivy Lee
d) Ellen East
- (40) Relationship management builds on communication process that involves?
a) Activeness
c) Equal Participation
- b) Interactiveness
d) All of the above
- (41) “Organizations depend on their environments for several essential resources,” which theory propagates it?
a) Situational
c) Cognitive Dissonance
- b) Systems
d) Social Exchange
- (42) The two-way asymmetrical model presents a more way of communicating with key audiences
a) Scientific Persuasion
c) Strategic
- b) Persuasion
d) Organised
- (43) Accuracy is not important in
a) Press Agent Model
c) Symmetrical Model
- b) Public Information Model
d) Asymmetrical Model
- (44) Public relations professionals give advice on:
a) Investments
c) Public Image of an Organisation
- b) Human Resource Management
d) Financial Management
- (45) Active publics are likely to have
a) Low Levels of Involvement
c) Moderate Levels of Involvement
- b) High Levels of Involvement
d) Zero Levels of Involvement
- (46) In a SWOT scan, which of the following is an external factor
a) Threats
c) Weaknesses
- b) Strengths
d) None of the above
- (47) Tactics is?
a) Media Tools
c) Putting Strategy Into Operation
- b) Achieving Objectives
d) Evaluation of a campaign

- (48) Which of the following traditional situations often prompt a public relations program
- a) Overcoming a problem or negative situation
 - b) Reinforce an ongoing effort to preserve reputation and public support
 - c) Launch a new product or service
 - d) None of the above
- (49) Public relations professionals identify media as
- a) Threat
 - b) Publics
 - c) Sensationalists
 - d) Well Wishers
- (50) In two-way symmetrical model, public relations practitioners are
- a) Negotiators
 - b) Counsellors
 - c) Devils Advocate
 - d) Opposition
- (51) Campaign objectives should be determined by?
- a) Does it really address the situation?
 - b) Is it realistic and achievable?
 - c) Can success be measured in meaningful terms?
 - d) All of the above
- (52) PT Barnum is best known for
- a) Press Agency
 - b) Publicity
 - c) Promotion
 - d) Honesty
- (53) Effective public relations is based on
- a) Policies & Performances
 - b) Policies & Planning
 - c) Performances & Planning
 - d) Planning & Management
- (54) Dissonance will be highest on the matters of
- a) Public Relations
 - b) Self Image
 - c) Confrontation
 - d) Conflict
- (55) Central agency of Government of India for dissemination of information of its policies, programmes and activities is?
- a) Publication Division
 - b) Directorate of Advertising and Publicity
 - c) Press Information Bureau
 - d) Films Division
- (56) A government PR should be thorough with?
- a) Know functioning of the government in its entirety
 - b) Give publicity to the government and not to individuals or political parties
 - c) Be able to issue suitable denials to counter distorted information or sensational reporting by the Press
 - d) All of the above
- (57) Advantages of Public Relations firms include?
- a) Special problem-solving skills
 - b) Lack of full-time commitment
 - c) Need for prolonged briefing period.
 - d) Resentment by internal staff
- (58) While writing a press release, a PR should use
- a) Jargons
 - b) Discriminatory Language
 - c) Symbols, Acronyms, and Slogans
 - d) Euphemisms
- (59) Issues management is a proactive and systematic approach to
- a) Predict problems
 - b) Anticipate threats
 - c) Resolve issues
 - d) All of the above
- (60) Who defined crisis communication as a major occurrence with a potentially negative outcome affecting the organization, company, or industry, as well as its publics, products, services, or good name
- a) Kathleen Fearn-Banks
 - b) Ivy Lee

c) Edward Bernays

d) Mahatma Gandhi