

MCM401 Fundamentals of Public Relations MCQs

1. The objective of Public Relation is to create:
 - a. Misunderstanding
 - b. Publicity
 - c. Propaganda
 - d. Knowledge and understanding
2. In PR, the people you have to do business with like employees, investors, suppliers, customers are called your -----.
 - a. Community
 - b. Publics
 - c. Peers
 - d. Subordinates
3. ----- consists of short term schemes, usually at the point of sales, but also in direct response marketing, to launch products or to revive or increase sales.
 - a. Sales promotion
 - b. Advertising
 - c. Public Relations
 - d. Propaganda
4. Which of the following is the basic responsibility of a PR DEPARTMENT?
 - a. Writing and distributing news releases, photographs & feature articles to the press, compiling press list
 - b. Handling PR sponsorships
 - c. Attendance at sales and dealer conferences

- d. Training PR staff
5. Whenever a company has something special to announce for its public, it arranges
- a. Cultural shows
 - b. Concerts
 - c. Press conferences
 - d. Company meeting
6. Cost to carry out a PR Plan is determined at what step of PR planning model?
- a. Appreciation of the situation
 - b. Definition of objective
 - c. Selection of media & techniques
 - d. Planning of a budget
7. A PR practitioner can establish reputation of reliability with the press by his -----.
- a. Dressing
 - b. Personality
 - c. Money
 - d. Conduct
8. Which of the following is basically a study of existing statistics and survey reports?
- a. Continuous Research
 - b. Desk Research
 - c. Field Research

d. Ad hoc Research

9. Which of the following tip a PR practitioner should not take into consideration while giving interviews?

- a. Participate in Q&A session
- b. Arrive early
- c. Be appropriately dressed
- d. Always lead answers to more questions

10. In elements of a PR budget, labor includes:

- a. Sponsorship
- b. Salary
- c. Income
- d. Profit

1. A-----is a large outdoor signboard, usually wooden, found in places with high traffic such as cities, roads, motorways and highways.

- A. Billboard
- B. Direct mail
- C. Grapevine
- D. None of the given options

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

- A. Creative director
- B. Linguist
- C. Copywriter
- D. Layout specialist

3. Advertising, by its very nature, tries to _____ its audience to do something. Therefore, advocacy is pertinent to a discussion of ethics in advertising.

- A. Force
- B. Trick

- C. Persuade
- D. Cajole
- 4. A subliminal message is transmitted in such a way that the receiver is:
 - A. Not consciously aware of receiving it.
 - B. Bombarded with pricing information.
 - C. Bombarded with "do it now" messages.
 - D. Consciously presented with sexual sales techniques.
- 5. British practitioners now call Public Relations as:
 - A. PERCEPTION MANAGEMENT
 - B. BRAND MANAGEMENT
 - C. INTEGRATED COMMUNICATION
 - D. REPUTATION MANAGEMENT
- 6. A/An ----- buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells individual items or small quantities to the general public.
 - A. Retailer
 - B. Adviser
 - C. Consultant
 - D. Agent
- 7. -----is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.
 - A. Marketing
 - B. Human Resource Management
 - C. Propaganda
 - D. Press Relations
- 8. -----communication is the personal process of coordinating meaning between at least two people in a situation that allows mutual opportunities for both speaking and listening.
 - A. Intrapersonal communication
 - B. Interpersonal communication
 - C. Mass Communication
 - D. Mediated communication
- 9. In England the first printed advertisement pertaining to sale of a book was published in-----
 - A. 1477
 - B. 1577
 - C. 1450

D. 1550

10. An ad's central idea that grabs your attention and sticks in your memory is the:

- A. Strategic plan
- B. Production process
- C. Goal-direction process
- D. Creative concept