

**Bachelor of Management Studies(BMS)Programme**  
**Third YearSemester Vand VIUnder Choice Based Credit, Grading and Semester System (REV 18-19)**

**Course : TYBMS**  
**SEM : V**  
**Group A: Marketing Electives**  
**Paper :CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

**SAMPLE QUESTIONS**

SR..NO	Question	A	B	C	D	Correct option	Correct option
1	The major types of corporate communication include employee relation and _____.	customer relation	shareholder relation	investor relation	bondholder relation	C	investor relation
2	_____ is the total public impression of an organisation as expressed by the internal and external public.	Corporate image	Corporate identity	Corporate symbol	Corporate reputation	A	Corporate image
3	Relations are the outcome of mutual understanding which is derived from the process of sharing of the _____.	basic interest	individual interest	personal interest	common interest	D	common interest
4	Today public relations have emerged as a _____ communication network.	global	national	multinational	social	A	global
5	_____ has altered modern life in many ways, especially in the workplace.	Technology	Blog	Mail	Communication	A	Technology
6	_____ acts as watchdog for society.	Management	Employees	Technology	Media	D	Media
7	One of the biggest advancements in _____ has been the development of the cellular phone.	advertising	publicity	blog	communication	D	communication
8	The word _____ is short for "web log".	blog	skype	twitter	webcasts	A	blog
9	_____ has broken down traditional divisions of stakeholders	Social media	Public Information	Press agency	Deregulation	A	Social media
10	The copyright act of _____ governs the subject of copyright law in India	1957	1959	1958	1950	A	1957
11	_____ is the process of facilitating exchange of information and ideas between the internal and external groups	organisation communication	corporate communication	business communication	public communication	B	corporate communication
12	The word 'corporate' originally stems from the _____ words for 'body' and for 'forming into body', which emphasize a unified	latin	french	Hebrew	American	A	Latin
13	_____ is the process of exchanging information, usually through a common system of symbols.	Messaging	Delivering	Communication	Internet	C	Communication
14	_____ may be described as the, distinctive insignia or logo of corporation, easily recognized and remembered by the public.	Corporate image	Corporate identity	Corporate symbol	Corporate reputation	B	Corporate identity
15	Corporate image is an image or impression of a _____ based on knowledge of its activities and	company	business	organisation	factory	A	company
16	The overall quality or judged by people in general, the beliefs or opinions that are generally held about someone or something is _____	Corporate image	Corporate identity	Corporate symbol	Corporate reputation	D	Corporate reputation
17	_____ is the integrated approach to all kinds of communication produced by an organisation, directed at all	corporate communication	organisation communication	public communication	business communication	A	corporate communication
18	The beginning of public relations date back to the early 1990s which witnessed the big change in _____	America	Russia	China	India	A	America
19	Today most social conflicts are caused by changing values and higher expectations from the _____	superiors	subordinates	owners	society	A	superiors
20	_____ theory uses the economic metaphor of cost and benefit to predict behaviour.	Situational	System	Diffusion	Social exchange	D	Social exchange
21	_____ theory is another way to look at how people process and accept information.	Situational	System	Diffusion	Social exchange	C	Diffusion
22	_____ lets business partners from various locations hold face-to-face meeting without purchasing plane tickets or spending	Video conferencing	e-mail	social media	webcasts	A	Video conferencing
23	_____ is the great way to success in this digital age.	Motivation	Planning	Recurring	Innovation	D	Innovation
24	There are _____ main types of invasion of privacy	three	four	five	two	B	four
25	In India defamation can be _____ offence.	Civil Wrong	Criminal	No	Civil Wrong and a Criminal	D	Civil Wrong and a Criminal
26	The first step in building effective media relations is _____.	Researching the angle	Writing the pitch	Contacting media	Introducing the brand	A	Researching the angle
27	The challenge before financial communication experts is how to promote financial _____.	Inclusion	Risk	Gain	Disparity	A	Inclusion
28	_____ communication has changed in the workplace in the last 50 years and technology has played an important role in it.	Corporate	Public	Social	Personal	A	Corporate
29	The _____ act has been passed to protect the interest of the consumers from being exploited by traders.	consumer protection	Indian paternship	sale of goods	contract	A	consumer protection
30	_____ is another way to look at how people process and accept information.	Diffusion theory	Social exchange theory	System theory	Situational theory	A	Diffusion theory
31	Social exchange theory uses the economic metaphor of _____ to predict behaviour.	profit	cost and benefits	cost	margin	B	cost and benefits
32	The term public relations was first coined by the US president _____ in the year 1807.	Edward Bernays	Sam Black	Malsow	Thomas Jefferson	D	Thomas Jefferson
33	In order to survive in the long-run it is expected that business is carried on with _____ principles	Ethical	profit motive	profit maximization	profit minimization	A	Ethical
34	Digital piracy is the term to elucidate the illegal act of duplication of licensed material from _____	social media	internet	e-commerce	poster	B	internet
35	The main role of the corporate communication is to make the brand _____	Image	Identity	Reputation	Loyalty	B	Identity
36	One very important reason for having media relations is that it _____	Better the reputation of the	Help in propaganda	Covers up rumor	Increases marketing expenses	A	Better the reputation of the
37	New media mixes include _____.	Magazines	Newspapers	Bill boards	Blogs	D	Blogs
38	An _____ is an online magazine.	blog	email	e-zines	newsletters	C	e-zines
39	_____ is NOT an informal source of internal communications.	Interaction among the co-workers	Instructing workers orally about	Discussing company's visions	Workplace blogs and newsletters	D	Workplace blogs and newsletters
40	_____ is semi-professional blog of the company	Image blog	Product blog	Blog hub	Executive blog	C	Blog hub
41	Financial institutions mainly consist of _____ and other financial bodies.	customer	supplier	bank	employee	C	bank
42	_____ are typically perceived as new items.	Publicity	Promotion	Public relation	Advertisement	D	Advertisement
43	Skype can be better used for _____.	Telemarketing	Corporate websites	Web conferencing	Blogging	C	Web conferencing
44	The _____ serve as interactive platforms where employees without making it tedious.	Telegram	Fax	Intranets	Press release	C	Intranets
45	An example of pull-media is _____.	Magazines	Newspapers	Bill boards	RSS	D	RSS
46	Financial relations involve communicating essentially with company's _____.	Stockholders	Employees	Media	Management	A	Stockholders
47	_____ communication is one of the wireless technologies, which is widely spread all over the world allowing users to stay	Tele	Satellite	Mobile	letter	B	Satellite
48	_____ is NOT a function of website	Maintaining and enhancing company	Platforms for opinion and discussion	Pull together posts, video, web	Promoting closed corporate sides	D	Promoting closed corporate sides
49	_____ is in particular are highly focused in their communicative intent.	Blog hub	Product blog	Image blog	Executive blog	D	Executive blog
50	_____ plays a significant role in building your company's image. Managing a Facebook page, Instagram page, Twitter	Public Relations	Social Media	Print Media	News media	B	Social Media