

	FINALTERM EXAMINATION SPRING 2007 MCM401 - FUNDAMENTALS OF PUBLIC RELATIONS (Session - 2)	Marks: 60 Time: 150min
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StudentID/LoginID: _____

Student Name: _____

Center Name/Code: _____

Exam Date: Wednesday, July 11, 2007

INSTRUCTIONS:

- All questions are compulsory.
- This exam consists of **15** Multiple Choice Questions (MCQ'S), **5** Fill in the blanks Questions, **5** True/False Questions, **5** Short Questions and **2** Descriptive Questions.
- For each MCQ, read the choices available and select the choice which you consider is the correct answer.
- You may wish to pace yourself with your own watch, but the Supervisor will be the official timekeeper of the test.

- Remember not to spend too much time on any one MCQ. Since all MCQ'S carry equal marks, it is important to manage your time and response to test questions effectively.
- Activated mobile phones are not allowed during the exam. Make sure they are switched off.
- Failure to comply with the Supervisor's directions will result in your test being cancelled. Please comply with supervisor's directions to avoid any unpleasant event.

For Teacher's use only

Question	1	2	3	4	5	6	7	8	9	10	Total
Marks											
Question	11	12	13	14	15	16	17	18	19	20	
Marks											
Question	21	22	23	24	25	26	27	28	29	30	
Marks											
Question	31	32									
Marks											

Question No: 1 (Marks: 1) - Please choose one

-----is the practice of preparing a communication plan that can be effectively put into action in the event of a potentially negative issue for a company or organization.

- ▶ Crisis management

- ▶ Lobbying

- ▶ PR consultancy

- ▶ None of the given options

Question No: 2 (Marks: 1) - Please choose one

1. ----- occurs when two (or a few) people talk face to face.

- ▶ Intrapersonal communication

▶ Interpersonal communication

▶ Mass Communication

▶ Mediated communication

Question No: 3 (Marks: 1) - Please choose one

2. ----- is author of book "TEACH YOURSELF PUBLIC RELATIONS".

▶ Herta A. Murphy

▶ Alauddin Masood

▶ J Harvey Smith

▶ Lani Arrendondo

Question No: 4 (Marks: 1) - Please choose one

3. Spoken defamation is known as

▶ Libel

▶ Slander

▶ Logo

▶ Jargon

Question No: 5 (Marks: 1) - Please choose one

4. The last step in the six-Point PR Planning Model is-----.

- ▶ Appreciation of the situation
- ▶ Definition of objectives
- ▶ Assessment of results
- ▶ Definition of publics

Question No: 6 (Marks: 1) - Please choose one

The second step in 4 step problem solving process is -----.

- ▶ Defining the problem

- ▶ Taking action & communicating

- ▶ Evaluating the program

- ▶ Planning & Programming

Question No: 7 (Marks: 1) - Please choose one

-----technique of propaganda attempts to arouse prejudices in an audience by labeling the object of the propaganda campaign as something the target audience fears, hates, loathes, or finds undesirable

- ▶ Name calling

- ▶ Transfer

▶ Testimonial

▶ Card stacking

Question No: 8 (Marks: 1) - Please choose one

A tool to assess the internal and external PR environment that affects the organization's audiences, objectives, competitors, and past results is called a -----.

▶ Environmental control mandate

▶ Factor analysis

▶ Communication audit

- ▶ Input-output analysis

Question No: 9 (Marks: 1) - Please choose one

----- includes the activities of human resources planning, recruitment, selection, orientation, training, performance appraisal, compensation, and safety in an organization.

- ▶ Human Resource Management
- ▶ Public Relations
- ▶ Sales Promotion
- ▶ None of the given options

Question No: 10 (Marks: 1) - Please choose one

5. In England the first printed advertisement pertaining to sale of a book was published in -----.

▶ 1477

▶ 1577

▶ 1450

▶ 1550

Question No: 11 (Marks: 1) - Please choose one

6. A picture that represents a word is known as -----.

▶ Pictogram

▶ Jargon

▶ Slang

▶ Argot

Question No: 12 (Marks: 1) - Please choose one

7. -----index is an easy and comprehensible appropriate method to identify priority publics.

▶ Public vulnerability importance (PVI)

▶ HDI

▶ Triple bottom line

▶ Priority

Question No: 13 (Marks: 1) - Please choose one

----- refers to the statistical study of a population or of populations, including characteristics such as geographical distribution, physical environment, disease, sex and age composition, and birth and death rates.

▶ Archaeology

▶ Demography

▶ Sociology

- ▶ Ethnography

Question No: 14 (Marks: 1) - Please choose one

8. ----- is known as father of PR.

- ▶ P.T. Barnum
- ▶ George Creel
- ▶ Elmer Davis
- ▶ Edward Burneys

Question No: 15 (Marks: 1) - Please choose one

9. What do you understand by Press Relations in PR?

- ▶ Press Relations is part of PR
- ▶ Press Relations and PR are polar opposites
- ▶ PR is a part of Press Relations
- ▶ Press Relations and PR are synonymous

Question No: 16 (Marks: 1) - Please choose one

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

▶ True

▶ False

Question No: 17 (Marks: 1) - Please choose one

Logo is a textual and/or graphic image that identifies a company or product.

▶ True

▶ False

Question No: 18 (Marks: 1) - Please choose one

Byline is a short piece of text under a picture in a newspaper which describes the picture or explains what the people in it are doing or saying.

▶ True

▶ False

Question No: 19 (Marks: 1) - Please choose one

Psychographic way describes priority publics on the basis of some emotional and behavioral characteristics.

▶ True

▶ False

Question No: 20 (Marks: 1) - Please choose one

PR is a form of Communication which applies to organizations in private sector only.

▶ True

▶ False

Question No: 21 (Marks: 1)

-----is an aggregate of the individual views, attitudes, and beliefs about a particular topic expressed by a significant proportion of a community.

Question No: 22 (Marks: 1)

-----research is [empirical research](#) in which the researcher explores relationships using textual, rather than quantitative data.

Question No: 23 (Marks: 1)

-----is a printing technique using a planographic process in which prints are pulled on a special press from a flat stone or metal surface that has been chemically sensitized so that ink sticks only to the design areas and is repelled by the non-image areas.

Question No: 24 (Marks: 1)

The planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics is known as -----.

Question No: 25 (Marks: 1)

The marketing mix comprises the Product, Price, Promotion and -----

Question No: 26 (Marks: 3)

Explain the term "internal publics"?

Question No: 27 (Marks: 3)

How does Public Relations differ from propaganda?

Question No: 28 (Marks: 3)

What is the significance of house journal in Public Relations?

Question No: 29 (Marks: 3)

What do you understand by corporate identity? Explain with the help of an example?

Question No: 30 (Marks: 3)

What is E-Public Relations?

Question No: 31 (Marks: 10)

How does Public Relations help educational institutions?

Question No: 32 (Marks: 10)

Press Relations is a part of Public Relations. Discuss?