CPRP – MCQ

1. Which area of public relations deals with emerging issues and their potential impact on an organization?

a. Public opinion

b. Issues management

c. Public affairs

d. Lobbying

1. \_\_\_\_\_\_\_ is integral to ‘managerial’ activities, such as planning, coordinating and counselling.

a) Mass communication

b) Business communication

c) Corporate communication

d) Critical communication

1. Public relations have emerged as a \_\_\_\_\_\_\_\_\_communication network

a) national,

b) global

c) multinational

d) None of these

1. \_\_\_\_\_\_\_ helps in building a good image of the company.

a) Publicity

b) Propaganda

c) Communications

d) Public Relations

1. Public relations is between an individual/organization such as a business, government agency, or a non profit organization & the public. (TRUE / FALSE)
2. Public Relations is about Branding. (TRUE / FALSE)
3. A written document prepared for the media.
4. Press Release
5. Propaganda
6. Publicity
7. Marketing
8. Advertising
9. A Press release is an excellent public relations and marketing tool.
10. TRUE
11. FALSE
12. Partially TRUE
13. Not applicable
14. An event organized to officially distribute information and answer questions from the media.
15. Press Release
16. Media Conference
17. Publicity
18. Advertising
19. Marketing
20. Also called as \_\_\_\_\_\_\_\_\_\_, when there is no official statement / no questions allowed, the event is called \_\_\_\_\_\_\_
21. News Conference, Photo Op
22. Media Conference, Publicity
23. Publicity, Marketing
24. Marketing, Advertising
25. Anything that can damage the reputation of an organization that can cause a loss of trust is called \_\_\_\_\_\_\_\_
26. PR Crisis
27. PR fiasco
28. PR fault
29. PR exercise
30. Benefits of PR
31. A cost-effective way to reach the market
32. Highly targeted way to conduct public relations
33. Endorsements by independent third parties
34. Achievement of credibility
35. All of the above
36. Media also engages in PR. (TRUE / FALSE)
37. Internet is a PR Tool. (TRUE / FALSE)
38. The generation of news about a person, product, or service that appears in the media.
39. Publicity
40. Propaganda
41. PR crisis
42. Media exercise
43. Publicity and PR are one and the same. (TRUE / FALSE)
44. Publicity is a \_\_\_\_\_\_\_
45. Short term strategy
46. Not at all a strategy
47. Long Term strategy
48. Always Positive
49. The two types of PR are
50. Internal and External
51. Inbound and Outbound
52. Endogenous and Exogenous
53. Positive and Negative
54. Must have PR skills that every PR officer should have
55. Strong media skills
56. Negotiation
57. Pitching & follow-up
58. People skills
59. Content production
60. Facilitation
61. All of the above
62. Father of PR is
63. Abraham Maslow
64. Rupert Murdoch
65. Edward Barnays
66. Lee Iaccocca
67. The goal of a \_\_\_\_\_\_\_is to pique the interest of a journalist or publication.
68. Press Release
69. Public Relations
70. Publicity
71. Mileage
72. Media relations
73. It was the dawn of mass communication at the turn of the 20th Century that led to the birth of the public relations industry as we know it today. (TRUE / FALSE)
74. One of the following is not a PR model
75. Public Information model
76. PUSH / PULL model
77. Two Way Symmetrical model
78. Two way Asymmetrical model
79. The one way PR model is
80. Public Information model
81. PRESS AGENT / PUBLICITY model
82. Two Way Symmetrical model
83. Two way Asymmetrical model
84. The best public relations programs include both communication *&* action. (TRUE / FALSE)
85. Encompasses a company’s interactions with a very specific audience: individuals who comprise the public-facing press & news media.
86. Media Relations
87. Public Relations
88. PR model
89. Publicity
90. Propaganda
91. Public relations and Media relations are synonymous. (TRUE / FALSE)
92. A good media relations helps in
93. Improving company’s brand image
94. Changing target audience attitudes
95. Improve community relations
96. Improve industrial relations, advisors/investors
97. None of the above
98. All of the above
99. Public relations uses
100. Many components
101. Advocates
102. Defined publics
103. Many Channels
104. All of the above
105. a, b and d only
106. a, b and c only
107. b, c and d only
108. Public relations support marketing efforts. (TRUE / FALSE)
109. The goal of a \_\_\_\_\_\_\_\_ is to pique the interest of a journalist or publication.
110. Press Release
111. Propaganda
112. Journalism
113. Media Relations
114. Public Relations
115. Communication experts mostly use this model to win the hearts and minds of the audience. It is based on propaganda and doesn’t involve any survey or research. The main target of this model is to manipulate how the audience reacts to specific information.
116. The Press Agent / Publicity Model
117. Public Information Model
118. Two Way Symmetrical Model
119. Two Way Asymmetrical Model
120. As an organization, it’s best to understand every prospect’s behavior and attitude before using these public relations models. (TRUE / FALSE)
121. PR tools are
122. Press Release
123. Social Media Marketing
124. Newsletters
125. Blogging
126. Attendance at public events
127. All of the above
128. PR techniques are
129. Sponsorship
130. Promotional activities
131. Issues mgmt.
132. Lobbying
133. Networking
134. None of the above
135. All of the above
136. Public Relations is the “\_\_\_\_\_\_\_\_\_ management of competition and conflict for the benefit of one’s own organization and when possible also for the mutual benefit of the organization and its various stakeholders or publics.”
137. Strategic
138. Tactical
139. Operational
140. Ad-Hoc
141. This model works differently from the rest as it allows organizations and their audiences to maintain  cordial relationships. However the model does involve thorough research, and according to it any conflict between a company and its consumers must be solved amicably.
142. The Press Agent / Publicity Model
143. Public Information Model
144. Two Way Symmetrical Model
145. Two Way Asymmetrical Model
146. PR is based on intuition and guessing. (TRUE / FALSE)
147. PR and advertising are one and the same. (TRUE / FALSE)
148. PR and Journalism are synonymous. (TRUE / FALSE)
149. \_\_\_\_\_\_\_ targets maintaining the relationship with the customers
150. Public Relations
151. Marketing
152. Journalism
153. Press Release
154. Media Relations
155. A means of communication with the users of a product / service. They are messages paid for by those who send them and are intended to inform or influence people who receive them.
156. Media communication
157. Media relations
158. Crisis communication
159. Advertising
160. Marketing
161. Advertising can no longer be a one way channel. (TRUE / FALSE)
162. \_\_\_\_\_\_\_\_ is a specialized kind of PR opportunity which is increasingly popular with larger businesses; a business will sponsor an event/team/individual in order to build brand awareness.
163. Sponsoring
164. Journalism
165. Publicity
166. Propaganda
167. \_\_\_\_\_\_\_\_\_\_ can be a powerful positioning device.
168. Marketing
169. Sales
170. Business Development
171. Public Relations
172. \_\_\_\_\_\_\_\_\_\_ can demonstrate brand values, increase visibility & boost reputation.
173. Brand Imaging
174. Marketing
175. Sales
176. Customer Relationship
177. Sponsoring
178. Without public affairs efforts, the voice of a business may be ignored by those who are creating public policy and laws. (TRUE / FALSE)
179. \_\_\_\_\_\_\_ is a management concept where by companies integrate social and environmental concerns in their business operations and interactions with their stakeholders.
180. Corporate Social Responsibility
181. Sustainability
182. Sustainability Development Goals
183. Planet Savings
184. For a company to be socially responsible, it first needs to be accountable to itself and its shareholders. (TRUE / FALSE)
185. CSR is primarily a \_\_\_\_\_\_ of large corporations.
186. Strategy
187. Tool
188. Philanthropy
189. Charity
190. Activity
191. CSR must concentrate upon
192. Planet
193. People
194. Profit
195. All of a,b,c
196. None of a,b,c
197. Often, companies that adopt CSR programs have grown their business to the point where they can give back to society. (TRUE / FALSE).
198. \_\_\_\_\_\_\_\_ is changing the way companies promote & publicize their services and products.
199. Social Media
200. Print Media
201. Propaganda
202. Publicity
203. Journalism
204. Collaboration of PR & social media activities helps achieve company goals. (TRUE / FALSE)
205. Benefits of social media in PR is
206. Faster, widespread coverage
207. Visibility
208. Increased communication
209. Easy Integration
210. Links and SEO
211. All of the above
212. None of the above
213. Restructuring expansion, relocation, new locations, strategic partnership, new financial backers or investors are example of
214. Press Release
215. Public Relations
216. Media Relations
217. Journalism
218. Press Editing
219. Before a \_\_\_\_\_\_\_\_takes place, a company may issue a press release, outlining the nature of the event.
220. Press Conference
221. Press publicity
222. Publicity
223. Propaganda
224. Social Media Campaign
225. The statement – “Believe me, I am Trustable” is known as
226. Selling
227. Personal Selling
228. Direct Selling
229. Advertising
230. Public Relations
231. The statement – “I am Trustable” is known as
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233. Personal Selling
234. Direct Selling
235. Advertising
236. Public Relations
237. Because PR is fundamentally a communication activity, it is logical to conclude that culture affects PR also. (TRUE / FALSE)