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## **MCM401**

**Final Term Examination – Spring 2006**

**Time Allowed: 150 Minutes**

**Question No. 1**

**Marks : 1**

----- is the process of communicating information to lots of people at once e.g. via television, radio or newspapers.

1. Intrapersonal
2. Interpersonal communication
3. Mass Communication
4. Mediated communication

**Question No. 2**

**Marks : 3**

What are the key points that must be considered in developing a university's newsletter?

**Question No. 3**

**Marks : 3**

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

1. True
2. False

**Question No. 4**

**Marks : 1**

The laws of public opinion were introduced by -----.

**Question No. 5**

**Marks : 1**

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

1. Pictogram
2. Jargon
3. Slang
4. Argot

**Question No. 6**

**Marks : 1**

-----is the collective opinion of groups of people.

1. Estimation
2. Outlook
3. Inference
4. Public Opinion

**Question No. 7**

**Marks : 1**

Why is PR expanding into every area of our lives – from university to hospital, corporation to State?

**Question No. 8**

**Marks : 1**

PR role is to inform, educate & create understanding through knowledge.

1. True
2. False

**Question No. 9**

**Marks : 1**

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

1. P.T. Barnum
2. George Creel
3. Elmer Davis
4. Edward Burneys

**Question No. 10**

**Marks : 3**

The complete list of the universe or population of interest in the study is known as

1. Sampling frame
2. Sample
3. Grades
4. None of the given options

**Question No. 11**

**Marks : 3**

False or partly false information used by a government or political party intended to sway the opinions of the population is known as-----.

1. Propaganda
2. Jargon
3. Party line
4. Lip service

**Question No. 12**

**Marks : 10**

Describe the functions of Public Relations officer in a political party.

**Question No. 13**

**Marks : 1**

Sales promotion refers to marketing efforts designed to generate immediate interest in purchasing a product or service, including coupons, sales, discounts, premiums, sweepstakes and contests.

1. T
2. F

**Question No. 14**

**Marks : 1**

----- culture refers to a company's values, beliefs, business principles, traditions, ways of operating, and internal work environment.

**Question No. 15**

**Marks : 1**

Choose the item from the following that is not one of the 4 P's to PR role in marketing.

1. Product
2. Place
3. Price
4. Positioning

**Question No. 16**

**Marks : 1**

Relationship between an organization and the media as an aid to public relations activities is known as

1. Marketing
2. Human Resource
3. Propagand Management
- a

#### 4. Press Relations

##### Question No. 17

Marks : 1

Do you feel code of ethics is needed in our country for Public Relations profession why? and

##### Question No. 18

Marks : 10

News releases are only one option when it comes to public relations.

1. True
2. False

##### Question No. 19

Marks : 1

-----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.

1. Crisis management
2. Lobbying
3. PR consultancy
4. None of the given options

##### Question No. 20

Marks : 1

-----kinds of Libel have been introduced in this course.

1. 2
2. 3
3. 4
4. 5

##### Question No. 21

Marks : 1

How does an organization depend on its publics?

##### Question No. 22

Marks : 1

-----is used to describe the typeface, size, style, and spacing of text.

##### Question No. 23

Marks : 1

----- refers to operating a business in a manner that meets or exceeds the ethical, legal expectations that society has of business.

1. Social responsibility
2. Social marketing
3. Communication
4. None of the given options

**Question No. 24**

**Marks : 1**

Which of the following terms is best described as being "paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience"?

1. Personal Selling
2. Public Relations
3. Advertising
4. Interactive Marketing

**Question No. 25**

**Marks : 3**

What is the most common approach used to measure the success of public relations campaign?

**Question No. 26**

**Marks : 1**

Corporate image and corporate identity are synonymous.

1. True
2. False

**Question No. 27**

**Marks : 1**

Signature file is a ----- that can be automatically attached to e-mail.

1. Personal footer
2. Cross file
3. Carbon copy
4. None of the given options

**Question No. 28**

**Marks : 1**

The term ----- publics means employee publics.

**Question No. 29**

**Marks : 1**

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

1. Billboard
2. Direct mail
3. Grapevine
4. None of the given options

**Question No. 30**

**Marks : 1**

What do you know about formal research in Public Relations? Also give example.

**Question No. 31**

**Marks : 1**

----- is a location on the Internet accessible by inputting a unique address that provides information on a subject, person or organization.

**Question No. 32**

**Marks : 1**

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.

1. Retailer
2. Adviser
3. Consultant
4. Agent