

MCM401 Fundamentals of Public Relation

Final Term Examination – Spring 2005

Time Allowed: 150 Minutes

INSTRUCTIONS:

- 第 All questions are compulsory.
- 第 This exam consists of 5 Multiple Choice Questions (MCQ's), 6 short questions and 2 Descriptive questions.
- 第 You should try to complete MCQ's in 10 - 20 minutes in order to give yourself 100 -110 minutes for descriptive questions.
- 第 For each MCQ, read the choices available and select the choice which you consider is the correct answer.
- 第 You may wish to pace yourself with your own watch, but the Supervisor will be the official timekeeper of the test.
- 第 Remember not to spend too much time on any one MCQ. Since all MCQs carry equal marks, it is important to manage your time and response to test questions effectively.
- 第 Failure to comply with the Supervisor's directions will result in your test being cancelled.
- 第 Please comply with supervisor's directions to avoid any unpleasant event.

Total Marks: 60

Total Questions: 13

Question No. 1

Marks : 02

The reporter's name, usually at the beginning of a story is termed as

- ☐ Byline
- ☐ Header
- ☐ Start line
- ☐ Index

Question No. 2

Marks : 02

----- technique in propaganda links a person, or idea, to a negative symbol.

- ☐ Name-calling
- ☐ Glittering generalities
- ☐ Transfer
- ☐ None of the given options

Question No. 3

Marks : 02

The first P of 4 P's to PR role in marketing stands for -----

- ☐ Product
- ☐ Place
- ☐ Price
- ☐ Promotion

Question No. 4

Marks : 02

Huge audiences, good product identification, popular medium are advantages of which communication channel?

- ☐ TV
- ☐ Newspaper
- ☐ Radio
- ☐ Internet

Question No. 5

Marks : 02

Newsprint may be defined as

- ☐ A super calendared and polished paper suitable for magazines, letterheads, prestigious stationery
- ☐ A polished paper with china clay content
- ☐ A high class paper with a coating of china clay
- ☐ A cheap, absorbent paper suitable for newspapers

Question No. 6

Marks : 05

Briefly discuss the relationship between Public Relations and Public opinion.

Question No. 7

Marks : 05

Explain the importance of code of ethics in Public Relations.

Question No. 8

Marks : 05

List down various types of campaigns in Public Relations.

Question No. 9

Marks : 05

What is International Public Relations?

Question No. 10

Marks : 05

What is difference between formal and informal research?

Question No. 11

Marks : 05

Write a short note on feedback.

Question No. 12

Marks : 10

If you have the choice to choose an organization for serving as Public Relations officer, which organization you will choose and why? Explain the techniques and methods you will use for successful Public Relations.

Question No. 13

Marks : 10

Write a critical note on the impact of information technology (IT) on Public Relations practice.
