

Instructions

All Questions in Section I is compulsory
Attempt any 12 out of the 15 questions in Section II
Attempt any 8 out of the 15 questions in Section III

Section I

1.	_____ is often published by brokerage firm.
(a)	Daily newspapers
(b)	Market newsletters
(c)	Trade magazines
(d)	Trade magazines
	Marks: 1

2.	Corporate public relations seek to project the image and identity of the _____.
(a)	Organization
(b)	Public
(c)	Customers
(d)	Employees
	Marks: 1

3.	_____ relations foster public understanding about the organization's values and beliefs.
(a)	Employee
(b)	Media
(c)	Propaganda
(d)	Publicity
	Marks: 1

4	The word _____ is short for 'web blog.'
(a)	Skype
(b)	Blog
(c)	Twitter
(d)	What's up
	Marks: 1

(20 questions)

Section II

1	A _____ of publics give us more specific information about public's communication.	
	(a)	System Theory
	(b)	Diffusion Theory
	(c)	Situational Theory
	(d)	Social Exchange Theory
		Marks : 2

2	If the statement is made in writing and published, the defamation is called _____.	
	(a)	Slander
	(b)	libel
	(c)	Copyright
	(d)	Invasion of privacy
		Marks : 2

3	_____ communication is usually arbitrarily and incompletely planned or if planned only in reaction to specific events.	
	(a)	Employee
	(b)	Media
	(c)	External
	(d)	Managerial
		Marks : 2

4	An _____ blog is particularly available weblog where company employees, teams, or spokesperson share their views.	
	(a)	Internal

	(b)	Universal
	(c)	External
	(d)	Employee

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Total 15 questions

Section III

1	Corporate identity is conceived as the totality of a company's behavior, communication and _____.	
	(a)	Symbolism
	(b)	Expressionistic style
	(c)	Actions
	(d)	Nonverbal behaviour

2	Building effective _____ is important for a company as it meets the purpose of disseminating knowledge.	
	(a)	Media relations
	(b)	Government relations
	(c)	Financial relations
	(d)	Employee relations

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Total 15 question