

Sample Question Paper

Subject- Public Relations

Subject code 57

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q.1 Public means group of similar individuals having which of the following?
a) Interest
b) Problems
c) Circumstances
d) Goals

1. a and b
2. a, b and c
3. b, c and d
4. a, b, c and d

Correct Answer :-

a, b, c and d

Q.2. Public relation activity is something good and necessary, provided it informs and convinces the public by fair means, causes an adjustment of the initiators own attitude and behaviour due to the reaction from the public, and finally results in an integration based on confidence.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q.3 Which of the following factors in 1900 in America provided the impetus to practice of Public

Relation in professional manner?

- a) Growing strength of organized labour
- b) Attacks on industries
- c) Development of mass merchandising
- d) Increased use of advertising and product publicity

1. a, b, c and d
2. a, b and c
3. c
4. d

Correct Answer :-

a, b, c and d

Q.4 Public Relation is a systematized body of knowledge pertaining to its field of human relations but it is not an exact science as other physical sciences like Astronomy, Physics, Chemistry, Biology etc.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q.5 Which of the following are sub functions of staffing?

- a) Training and development
- b) Setting employment standards, working conditions and welfare services
- c) Manpower Planning
- d) Integration of departments within one organization

1. a and c
2. a, b and c
3. b and d
4. a, b, c and d

Correct Answer :-

a, b, c and d

Q.6 "The creation and maintenance of PR department is a costly matter and hence all organizations except big organizations cannot afford this luxurious department. Also there is no separate legislation insisting on specialized and qualified people to head the department and create professionals in every organization like chartered accountants/company secretaries/legal professionals, etc.".

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q.7 As a profession, which of the following statement is true about Public Relation? a) It is an occupation for which the preliminary training is intellectual in character, involving knowledge in general and learning in particular b) It is an occupation which is generally pursued for others and merely for one-self c) Until recently there has been little enforcement of any standard that practitioners are expected to meet d) The best public relation service is often intangible and comparatively immeasurable, which makes it easier for charlatan to enter this profession

1. a, b, c and d
2. a, b and c
3. b, c and d
4. b and c

Correct Answer :-

a, b, c and d

Q.8 A glossy, impressive annual report of a company can build more confidence in private investors and institutional fund Managers than a good editorial comment on a corporate financial performance in any paper/magazine.

1. TRUE
2. FALSE

Correct Answer :-

FALSE

Q.9 Press releases in daily newspapers are generally written in which of the following format?

1. Feature lead
2. Short story
3. Inverted pyramid style
4. Essay

Correct Answer :-

Inverted pyramid style

Q.10 If we look at the much broader view of marketing mix, PR professional can be useful in which of the following functions?

- a) Choosing right company name
- b) Developing good dealer relations to strongly support the sales force
- c) Taking care of the after market effect of product/company image
- d) Arranging training of dealer staff, dealer contests and special events

- 1. a, b, c and d
- 2. a, b and c
- 3. a and b
- 4. b, c and d

Correct Answer :-

a, b, c and d

Q.11 An organization will have a corporate image whether or not it makes conscious effort to manage its corporate identity. Since the company is going to have an image anyway it is only sound business policy to make deliberate attempt to foster development of that image through the communication of its chosen corporate identity.

- 1. TRUE
- 2. FALSE

Correct Answer :-

TRUE

Q.12 The process of conversion of subject matter into symbols is called as:-

- 1. Decoding
- 2. Transmission
- 3. Encoding
- 4. Feedback

Correct Answer :-

Encoding

Q.13 Which of the following is the drawback of Competitive parity method of budgeting?

- a) Competitors budget may not be applicable or appropriate for our company
- b) It is not based on scientific approach

- c) A competitor may have similar objective like us
- d) There is no guarantee that our company can achieve its objectives just like competitor

- 1. a, b, c and d
- 2. a, b and c
- 3. a, b and d
- 4. b, c and d

Correct Answer :-

a, b and d

Q.14 Which of the following reason makes it necessary to establish professional standards in PR function?

- a) It creates goodwill and credibility with the public
- b) The company standards will always be on profitable lines
- c) In view of globalization, it is a must to establish the uniform professional standards
- d) It helps to make sound decisions in the best interest of both internal and external public

- 1. a, b, c and d
- 2. a, b and c
- 3. b and c
- 4. b, c and d

Correct Answer :-

a, b, c and d

Q.15 For a new entrant company in the market, which method of budgeting is more suitable?

- 1. Task method
- 2. Competitive parity method
- 3. All available fund method
- 4. Percentage of sales method

Correct Answer :-

All available fund method