

CHAPTER - 1
PUBLIC RELATIONS - HISTORY, ACTS & DEVELOPMENTS

1. **Public Relations can be defined as**
 - a. A Collection of techniques for persuading people to buy products they don't need.
 - b. A Collection of techniques for persuading new organisations to give space or time to people or products that are not inherently newsworthy
 - c. **Planned and continuous communication to provide information about an organisation, issue or product to the public.**
 - d. Planned and continuous communication to obscure the inadequacies of an organisation or product.
2. **Effective Public Relation practitioners first**
 - a. Send as many press releases as possible to as many people.
 - b. **Determine which media outlets best serve their purposes.**
 - c. Ask editors to promise to use their press releases.
 - d. Find out which media have been most friendly to their client in the past.
3. **Compared to other marketing communications tools, PR is the**
 - a. **Best for generating trust and confidence**
 - b. Excellent at closing sales
 - c. Worst for generating trust and confidence
 - d. Average for generating trust and confidence
4. **Which set of characteristics most accurately describe PR**
 - a. High Cost, High Credibility, Low Control
 - b. Low Cost, Low Credibility, Low Control
 - c. **Low Cost, High Credibility, Low Control**
 - d. High Cost, Low Credibility, High Control
5. **Which of the four PR Models set out below is used most by practitioners?**
 - a. Symmetric
 - b. Asymmetric
 - c. Public Information
 - d. **Press Agency**
6. **The short term, instrumental use of PR has been labelled**
 - a. **Craft**
 - b. Professional
 - c. Traditional
 - d. Modern
7. **Traditionally, PR and Marketing have been functionally:**
 - a. United
 - b. Merged
 - c. **Separate**
 - d. Confronting
8. **The main PR activities are**
 - a. Sponsorship and publicity
 - b. Lobbying and literature
 - c. **Publicity and Event management**
 - d. Exhibitions and Publicity
9. **People within a reference group who, because of their special skills, knowledge, personality or other characteristics, exerts social influence on others are called as:**
 - a. Reference people
 - b. **Opinion Leaders**
 - c. Influential Referer

- d. Recommendations
- 10. **Factors considered while setting the advertising budget includes**
 - a. **Product life cycle and market share**
 - b. Product type and advertising agency
 - c. Market share and purchasing power
 - d. Share pics and company image
- 11. **The measure of the % of people in the target market who are exposed to the ad campaign during a given period of time is called as**
 - a. Awareness
 - b. **Reach**
 - c. Conversion
 - d. Depth
- 12. **Which of the following is the permanent records for business**
 - a. **Business Letters**
 - b. Ledgers
 - c. Production Reports
 - d. All of the above
- 13. **In comparison to small group communication, in organizational communication**
 - a. Feedback is easier and more immediate
 - b. **Communication roles are more formal**
 - c. Message can be better adapted to specific needs of the receiver
 - d. People are closer to one another in space
- 14. **Which of the following is an example of Mediated Communication**
 - a. **A News Caster delivers the weather report on 6'o clock news**
 - b. Two friends gossip with one another
 - c. Students work on a class project together
 - d. A politician addresses a nominating convention
- 15. **Which is a characteristic of private relationship in comparison to public relationships?**
 - a. Substitutability
 - b. **Use of Particularistic Knowledge**
 - c. Extrinsic Rewards
 - d. Normative Rules
- 16. **Leadership roles first emerge in which of the following kind of communication?**
 - a. Intrapersonal Communication
 - b. **Small Group Communication**
 - c. Face to Face Communication
 - d. Media like Cell Phones and Instant Messenger
- 17. **In Public Information model of Public Relations, importance is given to**
 - a. Impact
 - b. Reception
 - c. **Truth**
 - d. Fair Deal
- 18. **Corporate Public Relations deals with**
 - a. **The Whole Organisation**
 - b. Goods and Services
 - c. Profits and Payments
 - d. Publicity and Propaganda
- 19. **The systems theory of public relations, is described as a set of united**
 - a. Pressure Groups
 - b. **Sub Systems**
 - c. Employee Systems

- d. Production systems
- 20. **The main purpose of asymmetric two-way model of public relations is**
 - a. Distortion of facts
 - b. **Scientific Perusasion**
 - c. Personality Promotion
 - d. Discourage competition
- 21. **When public relation personnel manage news in the media, it is called**
 - a. Spin doctoring
 - b. **News commitment**
 - c. News control
 - d. Perceived necessity
- 22. **The profession of public relations has evolved from**
 - a. **News supply**
 - b. Advertising
 - c. Personal selling
 - d. Press agentry
- 23. **Publishing or telecasting controversial advertisements is a**
 - a. **PR tactic**
 - b. Political stunt
 - c. Non-Commercial Strategy
 - d. Mindless Act
- 24. **The principal feature of marketing communication is**
 - a. Surplus demand
 - b. Product life
 - c. Hidden prices
 - d. **Two-way communication**
- 25. **Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education etc; is called**
 - a. **Community relations**
 - b. Media relations
 - c. Government relations
 - d. Customer relations
- 26. **'Facebook promoted LGBTQ Rights' is an example of what kind of importance of public relations**
 - a. Brand Image Building
 - b. Promoting Brand Values
 - c. Strengthening Community Relations
 - d. **Opportunistic**
- 27. **To make the company better known for traits and attributes is a key role of**
 - a. **PR Specialist**
 - b. Public Prosecutor
 - c. Government Employee
 - d. Company Director
- 28. **Managing Print Media is the main task of**
 - a. Company Director
 - b. Company Manager
 - c. **Company Spokesperson**
 - d. Company Secretary
- 29. **What encompasses all communication activities that an organisation undertakes, both within and outside the organisation**
 - a. **Corporate Communication**

- b. Public Relations
 - c. Company Management
 - d. Advertisement
30. **What helps organisations to explain their mission, combine their many visions and values into a cohesive message to stakeholders**
- a. Public Relations
 - b. Media Management
 - c. **Corporate Communication**
 - d. Company Secretary
31. **Who often represents the public**
- a. PR
 - b. **NGOs**
 - c. Government
 - d. Company
32. **Corporate Communication functions include**
- a. Media Relations
 - b. Speech Writing
 - c. Corporate Advertising
 - d. **All of these**
33. **The closed systems approach is reflected in public _____ relations**
- a. Proactive
 - b. **Reactive**
 - c. Reflective
 - d. Selective
34. **Counselling the employees of an organisation is the main function of _____**
- a. Customer Relations
 - b. Media Relations
 - c. **Internal Relations**
 - d. Investor Relations
35. **Public relations plays an important role because**
- a. **It strengthens Community Relations**
 - b. It helps the Government
 - c. It helps the Public
 - d. It helps the Companies
36. **_____ is an essential element of successful corporate communication**
- a. Customers
 - b. **Feedback**
 - c. Result
 - d. Concept
37. **Sponsorship is essentially a _____ communications tool**
- a. Tertiary
 - b. Primary
 - c. **Secondary**
 - d. Fundamental
38. **Which of the following facts/statements is not true for public relations?**
- a. Public Relations is a management function.
 - b. **It protects the interests of the government.**
 - c. It is an art and science of building relationships between an organisation and its key audience.
 - d. It is based on truth, knowledge and information.
39. **Which of the following is not true for the advantages of the public relations?**

- a. Credibility
 - b. Cost Effectiveness
 - c. Wide Reach
 - d. **No Direct Control**
40. Consider the following Statements:
Statement 1: PR has no direct control over their content distributed.
Statement 2: It is hard to measure the effectiveness of PR campaigns
Which Statements are true?
- a. Only Statement 1
 - b. Only Statement 2
 - c. **Both Statements 1 and 2**
 - d. Neither Statement 1 nor 2
41. Consider the following Statements:
Statement 1: PR has Credibility.
Statement 2: PR has a Good Reach
Which Statements is/are true?
- a. Only Statement 1
 - b. Only Statement 2
 - c. **Both Statements 1 and 2**
 - d. Neither Statement 1 nor 2
42. Consider the following Statements:
Statement 1: PR Objective is to maintain the prestige and favorable image.
Statement 2: PR Objective is to Educate the public.
Which Statements is/are true?
- a. Only Statement 1
 - b. Only Statement 2
 - c. **Both Statements 1 and 2**
 - d. Neither Statement 1 nor 2
43. Consider the following Statements:
Statement 1: PR is a Management Function
Statement 2: PR is Everything involved in achieving a favorable opinion.
Which Statements is/are true?
- a. Only Statement 1
 - b. Only Statement 2
 - c. **Both Statements 1 and 2**
 - d. Neither Statement 1 nor 2
44. Consider the following Statements:
Statement 1: Media Relations is a Type of Public Relations.
Statement 2: Customer Relations is a Type of Public Relations.
Which Statements is/are true?
- a. Only Statement 1
 - b. Only Statement 2
 - c. **Both Statements 1 and 2**
 - d. Neither Statement 1 nor 2
45. Consider the following Statements:
Statement 1: Blogging is a technique of PR.
Statement 2: Press Release is a technique of PR
Which Statements is/are true?
- a. Only Statement 1
 - b. Only Statement 2
 - c. **Both Statements 1 and 2**

- d. Neither Statement 1 nor 2
- 46. 'Maratha' was a sister publication of?
 - a. Lok Satta
 - b. Kesari
 - c. Sakal
 - d. Maharashtra Times
- 47. The Daily Newspaper 'New India' was established by
 - a. S Sadanand
 - b. Annie Besant
 - c. BG Horniman
 - d. Feroz Shah Mehta
- 48. Which was the Newspaper that Mahatma Gandhi edited in the year 1919?
 - a. Indian Opinion
 - b. The National herald
 - c. The Pioneer
 - d. Satyagraha
- 49. The 1st President of India, Dr. Rajendra Prasad was associated with _____
 - a. The Searchlight
 - b. Satyagraha
 - c. The Sentinel
 - d. The Leader
- 50. The 1st Chairman of Press Council of India was _____
 - a. Justice Rajagopal Iyengar
 - b. Justice PB Sawant
 - c. Justice Jeevan Reddy
 - d. Justice JR Mudholkar
- 51. Aurbindo Ghosh's Journal was
 - a. Satyavadini
 - b. Dharma
 - c. Swadessamitran
 - d. Bala Bharathi
- 52. One of the Key Recommendations of the 1st Press Commission was?
 - a. Setting of the Office of the Registrar of Newspapers of India
 - b. Abolition of Press Council of India
 - c. Introduction of Article 191 (A)
 - d. Special privileges to Newspaper Owners
- 53. Media texts are considered as
 - a. Passive
 - b. Static
 - c. Dynamic
 - d. Negative
- 54. The 1st Indian Language Newspaper was
 - a. Bangadoota
 - b. Samachar
 - c. Digdarshan
 - d. Mirat -ul-Akhbar
- 55. Sensational often irresponsible journalism is identified as
 - a. Parachute Journalism
 - b. Yellow Journalism
 - c. Neo Journalism
 - d. Party Press

56. **The Power of Media is described as**
- Harsh
 - Hard
 - Oppositional
 - Soft**
57. **The Only English Language Newspaper that figures in the top 10 daily newspapers of India in terms of circulation as per MURC is _____**
- The Hindustan Times
 - The Hindu
 - The Indian Express
 - The Times of India**
58. **Media Texts are considered as _____**
- Confabulatory
 - Paradoxical
 - Stable
 - Unconfined**
59. **The English Newspaper that decided to drop the publication of editorials in 2010 was**
- The Times of India
 - The Evening News
 - DNA**
 - The Hindu
60. **The Top 2 Dailies of India as per circulation are Dainik Jagran and _____**
- Dainik Bhaskar**
 - Amar Ujala
 - Hindustan
 - Eenadu
61. **The first Indian media established in the late 18th century was?**
- Bangal Gazette**
 - The Times of India
 - Doordarshan TV
 - All India Radio
62. **When was the cinema screened for the first time in Mumbai?**
- 1780
 - 1895**
 - 1927
 - 1952
63. **When did the Radio broadcast begin in India?**
- 1780
 - 1895
 - 1927**
 - 1952
64. **Due to which Act did Raja Rammohan Roy's Niraat-ul-Akhbaar stopped getting published?**
- Licensing Regulation Act**
 - First Press Regulation Act
 - Gagging Act
 - Press and Books Registration Act
65. **Which Act introduced mandatory licensing for running a Printing Press?**
- Licensing Regulation Act
 - First Press Regulation Act
 - Gagging Act**
 - Press and Books Registration Act

66. Which Act in British India was enacted to curtail the freedom of Indian languages press?
- Press and Books Registration Act
 - First Press Regulation Act
 - Indian Press Act
 - Vernacular Press Act
67. Press Council Act was enacted in?
- 1975
 - 1978
 - 1968
 - 1969
68. What kind of offence is defamation in India?
- Civil
 - Criminal
 - Both a and b
 - Neither a nor b
69. When was the RTI ACT passed by the Parliament?
- 2005
 - 2010
 - 2002
 - 2000
70. Under the direct control of which authority does Central Information Commission function?
- Supreme Court of India
 - Prime Minister of India
 - President of India
 - I&B Ministry
71. Which state became the first RTI Digital State?
- Karnataka
 - Kerala
 - Andhra Pradesh
 - Gujarat
72. Commercial use of television started in the year?
- 1920
 - 1930
 - 1940
 - 1950
73. Oldest electronic broadcasting is?
- Telephonic
 - Radio
 - Television
 - None of these
74. National Television Service in India is also known as?
- Doordarshan
 - Star Plus
 - Sony
 - None of these
75. Which of the following is an example of network media?
- Video conference
 - Telephone
 - TV
 - Newspaper
76. Television broadcasting in India was started in the year?

- a. 1900
 - b. 1910
 - c. 1959
 - d. 1950
77. AIR is also known as
- a. Akashvani
 - b. Vividhbharti
 - c. FM
 - d. All of these
78. The term Vividhbahrti is related to
- a. School education
 - b. College education
 - c. Radio
 - d. TV
79. The new name given to Indian Broadcasting Company was?
- a. AIR
 - b. ISBS
 - c. Vividhbharti
 - d. None of the above
80. DTH stand for?
- a. Deal to Home
 - b. Deal to House
 - c. Direct to Home
 - d. None of these
81. The first Press Council was a _____ body
- a. Restricted
 - b. Voluntary
 - c. Autonomous
 - d. None of these
82. Ombudsman of Press means
- a. Journalist
 - b. An official appointed to take complaints against maladministration
 - c. Both a and b
 - d. None of the above
83. What refers to the communications channels through which we disseminate news?
- a. Media
 - b. Television
 - c. Radio
 - d. Internet
84. Media in India is mostly self regulated. Which of the following is a self regulated organisation?
- a. Press Council of India
 - b. News Broadcasting Standards Authority
 - c. I&B Ministry
 - d. Home Ministry
85. Freedom of Press comes with
- a. Sense of responsibility
 - b. Exclusiveness
 - c. Both a and b
 - d. None of the above
86. A journalist must always

- a. secure the identity of minor
 - b. Intrude the privacy of Public figure
 - c. Both a and b
 - d. **None of the above**
87. Journalists are regarded as
- a. Truth seekers
 - b. Defenders of democracy
 - c. **Both a and b**
 - d. None of the above
88. Social media has gained momentum in ___ century
- a. **21st**
 - b. 20th
 - c. 19th
 - d. None of these
89. Newspapers primarily serve which function
- a. Surveillance
 - b. Correlation
 - c. Entertainment
 - d. **All of these**
90. Which of the following is a component of mass media?
- a. Print media
 - b. Publishing
 - c. Photograph
 - d. **All of these**
91. ICT stands for Information Communication and _____
- a. **Technology**
 - b. Telecommunication
 - c. Both a and b
 - d. None of the above
92. Media needs to be ___ in its coverage of conflicts
- a. Alert
 - b. Objective
 - c. Honest
 - d. **All of these**
93. Which of the following is a part of old media?
- a. Television
 - b. Radio
 - c. Print
 - d. **All of these**
94. Print Media ...
- a. Is a mass as well as class medium
 - b. Includes newspapers books printed journals
 - c. Is a documented source of information
 - d. **All of the above**
95. Which of the following is not a form of traditional media?
- a. **Literature**
 - b. Painting
 - c. TV
 - d. Music
96. The focus of media on rural coverage is only
- a. **In times of disaster**

- b. During elections
 - c. Both a and b
 - d. None of the above
97. Trade shows and events are a field of public relations
- a. True
 - b. False
98. Information campaign is a type of PR campaign in Public sector
- a. True
 - b. False
99. 'Tell the truth' is one of the seven principles of PR
- a. True
 - b. False
100. Communication campaign involves discussions with the public about the policies and actions
- a. True
 - b. False