

TYBMS

Subject: Corporate Communication and Public Relations

Sem V Rev 16

Sr. No.	Question	Option 1	Option 2	Option 3	Option 4
1	Corporate ____ identity plays a significant role	Visual	brand	image	repute
2	The basic purpose of arranging a ____ is to	Press conference	Press release	Meeting	Director's conference
3	Internal Stakeholders include ____	Employees	Shareholders	Government	Suppliers
4	The media shapes our ____	Opinion	Plan	Strategies	Employees
5	The main role of the corporate communication is to	Identity	Loyalty	image	Reputation
6	An ____ blog is a publically available weblog where company employee, teams, or spokespersons share their views	External	Internal	Universal	Government
7	Written defamation is called ____	Libel	Slander	tort	invasion
8	The request under RTI made to PIO shall be replied within ____ days of receipt	30	20	35	60
9	Bluetooth uses a ____ power signal	Low	Medium	High	Super
10	A ____ is similar to defamation claim	False claim	Intrusion of solitude	Appropriation of Name	copyright
11	____ is essential for getting well among the publics	Empathy	Human Relations	Persuasion	Despotism
12	Today most social conflicts are caused by changing values and higher expectations from the	superiors	subordinates	Owners	Shareholders
13	Majority of the corporate crisis arises due to ____	External	Internal	Public	international
14	____ refers to a page on the website of the company that contains resources for reporters	RSS	Blog	Press kit	web chat
15	The objective of transmitting information is to change the behaviour of the ____	sender	receptient	message	digital
16	The New Economic Policy in India was introduced in the year ____	1985	1991	2000	1975
17	Organisations with ____ systems do not seek information	Open	Closed	Partly opened	Partly closed

18	If a request made includes the life or liberty of any person then the PIO is expected to reply within _____	24 hours	72 hours	48 hours	02 hours
19	The Copyright Act was enacted in the year _____	2000	1991	1957	1920
20	Article __ of Constitution of India confers freedom of speech and expression in India	14	15	19	21
21	There are _____ types of invasion of privacy	3	4	5	7
22	_____ technological tool is no longer used today	Email	facebook	Online messages	Telegram
23	_____ is the main role of corporate communication with respect to the brand	Recognition	Loyalty	Value	Positioning
24	The first rule of crisis management is to _____	communicate	avoid media	never take responsibility	ignore
25	Lack of _____ is one of the main cause for the conflict of interpersonal relations	Understanding	Mutual understanding	relations	sympathy
26	_____ is an essential input of financial public relations	Annual Report	press conference	Press Relations	Annual General Meeting
27	_____ is the first step for effective media relations	Research	Press materials	Third party relations	Crisis
28	The _____ Act has been passed to protect the interests of the consumers being exploited by the traders.	Sales of Goods Act	The Consumer Protection Act	Indian Contract	Partnership Act
29	The beginning of public relations date back in the early 1990s which witnessed big change in _____	America	Russia	Egypt	UK
30	A communication is said to be upward when it moves from bottom to _____	top	sideways	opposite	circle