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ROLL NUMBER

WRITTEN TEST FOR THE POST OF PUBLIC RELATIONS OFFICER – A

DATE : 06/07/2017

TIME : 09.30 AM

DURATION : 90 MINUTES

TOTAL MARKS : 80

INSTRUCTIONS TO THE CANDIDATE

1. Write your Roll Number on the top of the Question Booklet and in the OMR sheet.
2. Each question carries 1 mark.
3. There will not be any Negative Marking.
4. Darken only the bubble corresponding to the most appropriate answer.
5. Marking more than one answer will invalidate the answer.
6. Candidate should sign on the question paper and OMR sheet.
7. Candidate should hand over the question paper and OMR sheet to the invigilator before leaving the examination hall.

Signature of the Candidate

WRITTEN TEST FOR THE POST OF PUBLIC RELATIONS OFFICER—A

1. "Effective Public Relations" is a book by _____.
A. Rayadu and Balan B. Rucker and Williams
C. Ahuja and Chabra D. Cutlip and Center
2. "Kerala Calling" is a PR magazine of
A. Vodafone B. BSNL
C. Jio D. Government of Kerala
3. Code of Athens was adopted in
A. 1945 B. 1975 C. 1985 D. 1965
4. _____ can facilitate internal communication in a corporate environment.
A. House journals B. Exhibition
C. Press releases D. Open house
5. _____ is the predecessor of corporate communication.
A. Publicity B. Propaganda C. Lobbying D. Public Relations
6. PR is considered as a _____ function.
A. Management B. Commercial C. Manipulation D. Delegation
7. IPRA was founded in
A. 1948 B. 1960 C. 1955 D. 1945
8. Which area of public relations deals with emerging issues and their potential impact on an organization?
A. Public opinion B. Issues management C. Public affairs D. Lobbying
9. Public relations involve a _____ communication.
A. one-way B. downward C. parallel D. two way
10. First Public Relations conference was held in
A. Mumbai B. Kolkatta C. Delhi D. Chennai
11. The first chairman of the Central Publicity Board was
A. Stanley Reed B. J.N. Tata C. D.L. Mazumdar D. Prof. Rush brook
12. In India, National PR day is observed on
A. January 10th B. August 19th C. May 24th D. April 21st
13. The word 'public' refers to any group of people sharing a _____ interest.
A. great B. bad C. good D. common
14. _____ are people, organizations and institutions who can influence the functioning of the organization.
A. Employees B. Suppliers C. Opinion Leaders D. Customers
15. Who wrote "Public Opinion"?
A. Edward Bernays B. Walter Lippman C. Rex Harlow D. George Geel

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16. Exhibition is meant for
A. External public B. Internal public C. Opinion leaders D. News media
17. Approximately half of all public relations practitioners work in:
A. government B. business and commercial areas
C. health care and hospitals D. public relations firms
18. What is the main purpose of licensing public relations practitioners?
A. To regulate access to posts in the field
B. To create an elite of public relations practitioners
C. To preserve the well-being of society
D. To achieve better wages for licensed practitioners
19. Which form of communication is most effective in forming or changing predispositions toward an issue?
A. Interpersonal B. Media C. Group D. Public
20. The "internal factors" portion of a firm's public relations situation analysis often includes a
A. communication audit B. strategy suggestions
C. community focus groups D. a listing of media contacts
21. What is the full form of IPRA?
A. International Public Relations Association
B. International Public Relations Authority
C. Indian Public Relations Association
D. Indian Public Relations Authority
22. The creation and presentation of a company overall image to its own employees and to the public is called
A. corporate communications B. internal PR
C. organization communication D. interface PR
23. Who is the father of PR?
A. Ivy Lee B. Sam Black C. K.R. Balan D. George Orwell
24. The term public relations was first coined by
A. Thomas Jefferson B. Scott M Cutlip
C. Allen H Center D. George Geel
25. The process of identifying publics who are involved and affected by a situation central to an organization is called a(n)
A. exploratory survey B. situation interview
C. communication audit D. stakeholder analysis

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26. Which traditional news criterion would you expect to be most important in public relations messages distributed through the mass media?
A. Proximity B. Timeliness C. Prominence D. Impact
27. In recent years social media has had a major impact on the practice of public relations. In which of the following areas has the impact been greatest and experienced most immediately?
A. Politics B. Retail business C. automotive sales D. Nonprofits
28. Which of the following Internet-related challenges is most significant in the public relations field?
A. Representing clients using new social media environments
B. Finding stable, cost-effective Internet providers
C. Training staff to use social media
D. Staying abreast of changing technology
29. Who developed the two-way mode of Public Relations?
A. Edward Bernays B. Sigmund Freud C. George Creel D. James
30. What is the primary public relations activity in financial relations?
A. Measuring investor opinions toward the company
B. Producing the annual report
C. Making arrangements and preparing materials for financial meetings
D. Writing and disseminating financial news releases
31. Which phase of public relations audience research is associated with summative evaluation?
A. Implementation B. Impact C. Attitude change D. Preparation
32. What should a public relations media practitioner do if she does not know the answer to a reporter's question?
A. Give the reporter other information she is certain is correct
B. Say that the information is "off the record" and will be disseminated later
C. Say "I don't know" and promise to provide the information later
D. Say "no comment," rather than appear uninformed
33. Compared to other marketing communications tools, PR is the:
A. Excellent at closing sales
B. Average for generating trust and confidence
C. Best for generating trust and confidence
D. Worst for generating trust and confidence

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34. Which set of characteristics most accurately describe PR?
A. Low cost, Low credibility, High control
B. High cost, Low credibility, High control
C. High cost, High credibility, Low control
D. Low cost, High credibility, Low control
35. The main PR activities are:
A. Sponsorship and publicity
B. Lobbying and literature
C. Publicity and event management
D. Exhibitions and publicity
36. The most conventional communication channel for employee communication is
A. Circular
B. Memo
C. Notice Board
D. News paper
37. The PRSA had an ----- programme since 1965, to encourage public relations professionals to conduct their affairs in an ethical manner.
A. accountability
B. accreditation
C. attribution
D. affirmation
38. A _____ reflects professionalism of a PR department and mirrors the entire philosophy of the organization
A. Circular
B. Memo
C. House journal
D. Notice board
39. Who stated that "the medium is the message"?
A. Ivy Lee
B. Marshall Mc Luhan
C. Kuldip Nayyar
D. Frank Moraes
40. Expansion of DAVP:
A. Department of Audio- Visual Publicity
B. Developmental Audio- Visual Publicity
C. Development Advertising and Visual Publicity
D. Directorate of Advertising and Visual Publicity
41. The first world Assembly of PR Association held in :
A. India
B. Australia
C. Brazil
D. Mexico
42. Which of the following is **not** included in Media kit?
A. background information
B. biography
C. news release
D. organization strategy papers
43. _____ represent the largest and most important investment a company can make.
A. Management
B. Financial capital
C. Employees
D. Media
44. A Press release is :
A. A Written copy for advertising
B. Pressing for release a news story
C. First release of PR film
D. A written communication sent to all news media

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45. Gossip is otherwise called:
A. Interpersonal communication
B. Intrapersonal communication
C. Grapevine
D. Group communication
46. ----- is a tool of internal communication
A. Handout B. Press briefs C. Magazines D. House journal
47. A type of advertising aimed at projecting the corporate image is called
A. Classified ad B. Institutional ad C. Advertorials D. Banners
48. Which of the following is used for outdoor publicity?
A. house journal B. bill boards C. media kit D. classified ad
49. _____ is an organization's informal channels of communication based mainly on friendship or acquaintance, grass roots lobbying.
A. Grapevine B. Promotion C. Publicity D. Rumors
50. The pack handed out to the media by the PR division of an organization.
A. Media kit B. Brochure C. Media mix D. Release
51. The live dissemination of news information by an organization to invited media.
A. panel discussion B. desk meeting
C. press conference D. bureau conference
52. Name the advertising and publicity agency of the Central Government.
A. PIB B. DAVP C. IPRD D. I&B
53. Communities of people at large that have a direct or indirect association with an organization is:
A. groups B. public C. associates D. shareholders
54. A point of great difficulty or damage to the organization is called
A. Crisis B. Merger C. Foundation D. Take over
55. The headquarters of ASCI is in
A. Delhi B. Mumbai C. Chennai D. Pune
56. Name the official Malayalam publication of the PRD, Govt. of Kerala
A. Kairali B. Janapatham C. Nam Munnottu D. Prabhudha Keralam
57. Head quarters of DAVP
A. New Delhi B. Mumbai C. Kolkatha D. Chennai
58. Communicating with outside stakeholders of an organization is an example ofcommunication
A. Internal B. Multilevel C. Lateral D. External

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59. PRSI is professional body of:
A. Corporate Communicators
B. PR practitioners
C. PR and advertising practitioners
D. PR practitioners of public sector undertakings
60. Periodical publication addressed largely to the internal public of an organization is known as
- A. house journal B. information sheets C. brochures D. posters
61. The five 'F's of Public Relations are:
A. Fast, factual, frank, fair, friendly B. Fast, factual, frank, fair, forward
C. Fast, funny, frank, fair, forward D. Fast, first, frank, fair, friendly
62. The code of ethics for public relations practitioners is known as
A. Code of Greece B. Code of Egypt C. Code of Athens D. Code of Madrid
63. Expand CSR
A. Corporate Society Responsibility B. Corporate Science Review
C. Corporate Social Responsibility D. Corporate Social Rearing
64. House journal is basically a/antool for PR practitioners.
A. External B. Internal C. Both of these D. None of these
65. Who is the Information and Public Relations Minister of Kerala?
A. Pinarayi Vijayan B. Dr. Thomas Isaac C. A K Balan D. K Raju
66. Open House is a/an-----
A. Institutional promotion technique
B. performance standardization strategy
C. employee- employer relationship tactic
D. all the above
67. Having a communications plan in place that can be effectively put in to action when something goes wrong for a company or organization is called
A. crisis management B. resource management
C. plan management D. market management
68. ----- was the first organized PR set up of Government of India
A. I&B ministry B. AIR C. PTI D. Central Publicity Board
69. Out of the following which one is an internal public?
A. Media B. Government C. Customers D. Financial groups
70. Public Relations practice originated in
A. England B. U.S. C. France D. China

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71. Threats in PR are called as:
A. Lobbying B. Crisis C. Adverse publicity D. Catastrophe
72. PR aims to build a favourable opinion. This can be achieved by
A. giving eloquent speeches B. increasing production
C. genuine action & honest communication D. advertising
73. Facebook, a very popular social networking site is owned by:
A. Palo Alto B. Rupert Murdoch C. Ted Turner D. Mark Zuckerberg
74. Actual Disasters such as fire, earthquakes etc. come under which type of crisis?
A. Continuous crisis B. immediate crisis
C. building crisis D. exploding crisis
75. Who defines PR as “the deliberate planned and sustained effort to establish and maintain mutual understanding between an organization and its various publics”?
A. IPRA B. PRSI C. PRSA D. British Institute of Public Relations
76. Which body is the official distributor of news about government?
A. PIB B. PTI C. PCI D. UNI
77. Policies of an organization should be identified with:
A. Public activity B. Public interest C. Public function D. None of these
78. In which country used, “Vox populi Vox Dei” instead of public opinion?
A. Greece B. France C. Germany D. America
79. In which year Tata started the first public relations department in India?
A. 1933 B. 1943 C. 1953 D. 1963
80. _____ are the life blood of every business and are a special public, who deserve a high priority attention.
A. Competitors B. Corporates C. Creditors D. Customers

PUBLIC RELATIONS OFFICER - A - ANSWER KEY (06/07/2017)

1	D	31	B	61	A
2	D	32	C	62	C
3	D	33	C	63	A
4	A	34	D	64	B
5	D	35	C	65	A
6	A	36	A	66	D
7	C	37	B	67	A
8	B	38	C	68	D
9	D	39	B	69	C
10	C	40	D	70	B
11	A	41	D	71	B
12	D	42	D	72	C
13	D	43	C	73	D
14	C	44	D	74	B
15	B	45	C	75	D
16	A	46	D	76	A
17	B	47	B	77	B
18	C	48	B	78	A
19	A	49	A	79	B
20	A	50	A	80	D
21	A	51	C		
22	A	52	B		
23	A	53	B		
24	A	54	A		
25	D	55	B		
26	D	56	B		
27	A	57	A		
28	D	58	D		
29	A	59	B		
30	B	60	A		