

Mid Term Examination – Spring 2006
Time Allowed: 90 Minutes

INSTRUCTIONS:

- All questions are compulsory.
- This exam consists of **10** Multiple Choice Questions (MCQ's), **5** Fill in the blanks questions, **5** Short questions and **1** Descriptive question.
- You should try to complete MCQ's in 10 - 15 minutes in order to give yourself 75 - 80 minutes for other questions.
- For each MCQ, read the choices available and select the choice which you consider is the correct answer.
- You may wish to pace yourself with your own watch, but the Supervisor will be the official timekeeper of the test.
- Remember not to spend too much time on any one MCQ. Since all MCQ's carry equal marks, it is important to manage your time and response to test questions effectively.

Failure to comply with the Supervisor's directions will result in your test being cancelled. Please comply with supervisor's directions to avoid any unpleasant event.

Question No. 1

Marks : 1

----- is the paid promotion of goods, services, companies and ideas by an identified sponsor.

Question No. 2

Marks : 1

----- is the process of communicating information to lots of people at

once e.g. via television, radio or newspapers.

- ★ Mass Communication
- ★ Intrapersonal Communication
- ★ Interpersonal Communication
- ★ Mediated Communication

Question No. 3

Marks : 1

A house journal is a publication produced by an organization in order to inform and entertain its ----- publics.

Question No. 4

Marks : 3

Describe the six point PR Planning Model.

Question No. 5

Marks : 1

Public Relations includes relationships and goals with which of the following?

- ★ Employees
- ★ Investors
- ★ Special-interest groups
- ★ All of the given options

Question No. 6

Marks : 10

How does Public Relations help educational institutions?

Question No. 7

Marks : 1

A public relations practitioner's most important job skill is -----

- ★ Being good with people.
- ★ Preparing audiovisual presentations.
- ★ Arranging and organizing news conferences.
- ★ Writing and editing.

Question No. 8

Marks : 1

----- is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value.

Question No. 9

Marks : 1

----- is a personal footer that can be automatically attached to e-mail.

- ★ Signature file
- ★ Cross file
- ★ Carbon copy
- ★ None of the given options

Question No. 10

Marks : 3

What do you understand by publics in Public Relations?

Question No. 11

Marks : 1

A ----- is a large outdoor signboard, usually wooden, found in places with high traffic such as cities, roads, motorways and highways.

- ★ Billboard
- ★ Direct mail
- ★ Grapevine
- ★ None of the given options

Question No. 12

Marks : 3

How does Public Relations differ from propaganda?

Question No. 13

Marks : 1

The third P of 4 P's to PR role in marketing stands for-----

- ★ Product
- ★ Place
- ★ Price
- ★ Promotion

Question No. 14

Marks : 3

Describe sponsorship as an important PR tool.

Question No. 15

Marks : 1

What do you understand by Press Relations in PR?

- ★ Press Relations is part of PR
- ★ Press Relations and PR are polar opposites.
- ★ PR is a part of Press Relations.
- ★ Press Relations and PR are synonymous.

Question No. 16

Marks : 1

The planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics is known as -----

Question No. 17

Marks : 1

----- is a textual and/or graphic image that identifies a company or product.

- ★ Slogan
- ★ Logo
- ★ Jingle
- ★ None of the given options

Question No. 18

Marks : 1

WWW stands for -----

Question No. 19

Marks : 1

The second step in 4 step problem solving process is -----

- ★ Defining the problem
- ★ Taking action & communicating
- ★ Evaluating the program
- ★ Planning & Programming.

Question No. 20

Marks : 1

----- refers to marketing efforts designed to generate immediate interest in purchasing a product or service, including coupons, sales, discounts, premiums, sweepstakes and contests.

- ★ Sales promotion
- ★ Publicity

- ★ Propaganda
- ★ Human Resource Management

Question No. 21

Marks : 3

What do you understand by corporate identity?