

Id	1
Question	What is the main factor to maintain corporate image
A	Industry Goodwill
B	Employee loyalty
C	Shareholder's trust
D	All of these
Answer	D

Id	2
Question	Which of the following are not types of events:
A	Community
B	Corporate
C	Arts
D	Product
Answer	C

Id	3
Question	What refers to phenomenon, when sometimes dealers over order supplies from the company and pass on these products to some unauthorized stockists to make profits faster.
A	Hoarding
B	Bootlegging
C	False Warranty Claims
D	Price cutting
Answer	B

Id	4
Question	Which media relation norm enlists that actual and factual data should be reported
A	Accuracy
B	Honesty
C	Integrity
D	Depends upon the media
Answer	A

Id	5
Question	Who is starting point of bottom – up communication
A	Employees
B	Customers
C	Management
D	Depends upon the media
Answer	A

Id	6
Question	Which type of negotiators, as per R G Shell, enjoy solving the other party's problems and preserving personal relationships
A	Accommodating
B	Avoiding
C	Collaborating
D	Social
Answer	A

Id	7
Question	What is analyzed whilst, analyzing the organization
A	Mission
B	Reputation
C	Performance
D	All of these
Answer	D

Id	8
Question	What is the business case for CSR
A	Better motivated staff reduce operating costs.
B	Increased brand value and reputation
C	The maintenance of the
D	All of these
Answer	D

Id	9
Question	What is not an goal of MPR
A	Enlarge Awareness Base
B	Develop a loyal customer base
C	Build credibility
D	None of these
Answer	D

Id	10
Question	What is the crucial function of a PR agency
A	Strategic planning
B	Key messaging
C	Media relations
D	All of the above
Answer	D

Id	11
Question	Compared to other marketing communications tools, PR is the:
A	Best for generating trust and confidence
B	Worst for generating trust and confidence
C	Both of these
D	None of these
Answer	A

Id	12
Question	Which of the following is not a function of public relations practice in an organisation?
A	Responsibility of establishing relationship between an organisation and its constituent public groups
B	Evaluate and measure the impact or organizational policies, procedures and action on various public's
C	Advice on presentation of the public image of an organisation
D	Publicizing directly with an aim to achieve sales
Answer	D

Id	13
Question	Which of the following is not a part of external public segment? (I) Government (II) Parliamentarians (III) Employees (IV) Vendors
A	Only (I) above
B	Only (III) above
C	Both (I) and (II) above
D	Both (I) and (III) above
Answer	B

Id	14
Question	Which of the following is not an government PR agency
A	Akashvani
B	Doordarshan
C	PIB
D	None of these
Answer	D
Marks	1
Unit	PRO

Id	15
Question	What is the main objective of investor relations
A	Create understanding between the the investors, financial community, and the company
B	Create interest of the prospective investor in the company's stocks
C	Build corporate image of the organization
D	All of these
Answer	D

Id	16
Question	Public relations counseling firms offer a variety of services, such as crisis management. Which of the following defines crisis management?
A	Top executives are coached on public affairs activities, including personal appearances.
B	Management is counseled on what to say and do in an emergency such as an oil spill or product recall.
C	Promotion of products and services through news releases, feature stories, and media tours
D	Management is counseled on ways to achieve official and public support for community projects
Answer	D

Id	17
Question	What refers to the act of offense of saying something false or malicious that damages somebody's reputation
A	Libel
B	Slander
C	Defamation
D	IPR violation
Answer	B

Id	18
Question	Which set of characteristics most accurately describe PR?
A	High cost, low credibility, high control
B	High cost, high credibility, how control
C	Low cost, high credibility, low control
D	Low cost, low credibility, High control
Answer	C

Id	19
Question	What refers to unplanned and haphazard distribution of products in the market
A	Lopsided distribution
B	Symmetric distribution
C	National distribution
D	Market specific distribution
Answer	A

Id	20
Question	What is the essential trait of a PRO
A	Have high standard of integrity
B	Should be a learned
C	Should gain the people's confidence easily
D	All of these
Answer	D

Id	21
Question	What does code for regulation by ASCI does not include
A	Ensure the truthfulness claims made by advertisements
B	Ensure the honesty of representations made by advertisements
C	Claims are expressly stated to be based on or supported by independent research
D	None of these
Answer	D

Id	23
Question	Whom does the booklet containing Chairman's address should be circulated to
A	Shareholders only
B	Shareholders and directors only
C	Shareholders, customers, and directors only
D	Shareholder's, media, financial leaders opinion leaders etc.
Answer	D

Id	24
Question	Which consumer right , focuses on hearing feedback of the customer
A	Right to safety
B	Right to information
C	Right to be heard
D	Right to consumer education
Answer	C

Id	25
Question	Which of these is not a hurdle in the effective functioning of Government public relations
A	e- bank pressures
B	king for the under privileged
C	Literacy levels
D	Bureaucracy hold
Answer	C

Id	26
Question	How many different types of crises of organizational misdeeds were defined by lerbinger
A	3
B	4
C	5
D	6
Answer	A

Id	27
Question	Which of them is not a print media for communicating to the employees
A	Plant walkthroughs
B	Inserts in Pay Packets
C	Direct Mail letters to Employees' houses
D	Company journal
Answer	A

Id	28
Question	How many styles/responses to negotiation were identified by R.G.Shell
A	4
B	5
C	6
D	7
Answer	B

Id	29
Question	What is the name of organization, lobbying for automobile industry
A	BKU
B	NASSCOM
C	SIAM
D	CMA
Answer	C

Id	30
Question	Direct comparison with competing brands or firms in advertising is _____
A	Permitted
B	Not permitted strictly
C	Is permitted under certain conditions
D	Is permitted under surrogate advertising
Answer	B

Id	31
Question	What is the critical issue being faced by Government PR
A	Lack of Transparency
B	Public Apathy
C	Bewilderment
D	All of these
Answer	D

Id	32
Question	What type of relationship has the philosophy of risk sharing partnership
A	Between dealers and manufacturing companies
B	Between customer, dealers and manufacturing companies
C	Between customer and manufacturing companies
D	FALSE
Answer	A

Id	33
Question	Which customer satisfaction measure, portray company
A	Plant visit
B	Open house
C	Website
D	None of these
Answer	A

Id	34
Question	Which type of advertising focuses on the basis of experience that customers have with a company
A	Corporate Image
B	Institutional
C	Perception Oriented
D	Identity
Answer	C

Id	35
Question	Which of the following is not an vendor expectation
A	Fair Return on Investments
B	Regular Business
C	Growth Prospects
D	None of these
Answer	D

Id	36
Question	What should an organization do, during conditions of crisis
A	Pass the buck to the competitor
B	Hold natural processes or destiny responsible
C	Argue over the cause and effect of the crisis.
D	Apologize for the wrong and compensate all the parties involved
Answer	D

Id	37
Question	Which of this is not a CSR initiative
A	Organizing blood donation comps
B	Organizing sports meet for the employees
C	Maintaining a plant to recycle waste
D	Sell products with a margin to the cost to increase profits
Answer	D

Id	38
Question	Which of these is not a factor of indiscipline amongst employees
A	Poor supervision
B	Dilution of authority
C	Providing list of annual holidays
D	Discrimination
Answer	C
Marks	1
Unit	PRO

Id	39
Question	A press kit does not include
A	Photographs related to the issue
B	Short biographies of participants
C	Background information about the issue
D	Media persons not attending the conference
Answer	D

Id	40
Question	What is not an communication tool to investor by IRO
A	Annual report
B	Annual general meeting
C	New stock announcements
D	None of these
Answer	D

Id	41
Question	Depending on whether selling or buying, sellers or buyers use a ridiculously high, or ridiculously low opening offer that will never be achieved. This is called_____.
A	High/Low ball
B	Good guy/Bad guy strategy
C	Nibble
D	Snow Job
Answer	A

Id	42
Question	Which strategy influences internal communications
A	Organizations strategy
B	A strategy of its own
C	Both of above
D	Depends upon the media
Answer	C

Id	43
Question	What is the responsibility of maintaining vendor relations by PR
A	Monitor vendor's opinions about the company's policies and practices
B	Ensure a friendly relationship with vendors and their representatives
C	Promote mutuality and maturity of interest between the company and the vendors
D	All of these
Answer	D

Id	44
Question	Which of this is true for corporate image of an organization
A	Image is static and does not evolve over years
B	Image should change every year
C	Image should change with launch of every new product
D	Image should be built over years and then maintained
Answer	D

Id	45
Question	What is the moral argument for CSR
A	That the corporation is a creation of society and should therefore serve its needs
B	That the corporation is a legal creation and therefore cannot be a moral agent
C	Large corporations do not have the power or resources to address society's problems
D	Business decisions will have social and environmental consequences which will be addressed by governments
Answer	A

Id	46
Question	What is the method to make last benchers pay attention
A	Ask for questions
B	Ask for feedback
C	Speak loudly
D	Involve them by inviting them to answer or enact
Answer	D

Id	47
Question	What type of crisis occur when opponents or miscreant individuals use criminal means or other extreme tactics for the purpose of expressing hostility
A	Natural
B	Technological
C	Confrontation
D	Malevolence
Answer	D

Id	48
Question	What tool is used by IMC
A	Direct marketing
B	Social media
C	All modes of advertising
D	All of these
Answer	D

Id	49
Question	Traditionally, PR and marketing have been functionally:
A	None of these
B	United
C	Merged
D	Separate
Answer	D

Id	50
Question	Mass communication is the process of _____ by spreading a message to the desired public.
A	Mass persuasion
B	Mass awareness
C	Mass enlightenment
D	Mass prelude
Answer	A

Id	51
Question	Advertising that is set in small type and arranged according to categories or interests
A	Display ads
B	Classified ads
C	Testimonial ads
D	Banner ads
Answer	B

Id	52
Question	The process of reserving time or time periods with a station or network; checking on available advertising time .
A	Free time
B	Cross time
C	Clear time
D	Reserved time
Answer	C

Id	53
Question	The first printed advertisements were single sheets, printed on one side, that today would be called
A	Fliers
B	Barrages
C	Flights
D	Brochures
Answer	A

Id	54
Question	In planning and obtaining publicity, a frequently used tool is the_____, which is an announcement regarding changes in the company or the product line.
A	Trade show
B	News release
C	Infomercial
D	Double-page spread
Answer	B

Id	55
Question	Expand ISA :
A	International Society of Advertisers
B	Indian Society of Advertisers
C	International Sort of Advertisers
D	Informative and Service Advertisements
Answer	B

Id	56
Question	The most common form of outdoor advertising is
A	Stadium advertising
B	Advertising on taxis
C	Advertising on bus backs
D	Billboard advertising
Answer	B

Id	57
Question	Billboard advertising is most effective for___advertising .
A	Pioneering
B	Advocacy
C	Reminder
D	Comparative
Answer	C

Id	58
Question	One reason for NOT using the outdoor advertising is
A	Its local market focus
B	Its high costs
C	Its lack of visibility
D	Its inability to communicate short, pithy messages
Answer	A

Id	59
Question	Gross rating points (GRPs) are
A	Reach multiplied by frequency
B	Reach multiplied by rating
C	Rating multiplied by frequency
D	Cost divided by reach
Answer	A

Id	60
Question	The first step in the advertising decision process is
A	Set the budget
B	Specify the objectives of the advertising program
C	Identify the target audience
D	Select the appeal
Answer	C

Id	61
Question	An advertising message usually focuses on
A	The models in the ad.
B	Advantages of the product over competing ones
C	Availability of the product
D	Key benefits of the product that are important to the buyer
Answer	D

Id	62
Question	What is the main objective of informative advertising?
A	To create selective demand
B	To stimulate primary demand
C	To keep the brand in consumers' minds during the mature stage of the product life cycle
D	None of the above
Answer	B

Id	63
Question	DAVP stands for:
A	Dictionary of Advertising and Visual Publicity
B	Directorate of Advertising and Visual Publicity
C	Directory of Advertising and Visual Publicity
D	Directory of Advanced and Vital Publicity
Answer	B

Id	64
Question	Most of the advertising of the Central Government in India is handled by
A	PIB
B	HMC
C	Private agencies
D	DAVP
Answer	D

Id	65
Question	Writing text for advertisements is called:
A	Ad writing
B	Art Production
C	Illustration
D	Copy writing
Answer	A

Id	66
Question	Single colour used in an advertisement is called, _____
A	Mono colour
B	Single Print
C	Spot Colour
D	Mono Media
Answer	C

Id	67
Question	_____ is the measure of the degree of brain activity that can be used to assess a person's reactions to an ad.
A	Response activity
B	Reaction activity
C	Consumer assessment
D	Alpha Activity
Answer	D

Id	68
Question	A copywriter is a person who,
A	Writing text for an ad
B	Copying text from other ads
C	Editing the raw text
D	Making an ad meaningful
Answer	A

Id	69
Question	_____or out of home advertising is a broad category including many creative and unexpected forms to grab
A	Billboard advertising
B	TV advertising
C	Place advertising
D	Point of purchase advertising
Answer	C

Id	70
Question	All of the following are factors that affect budget decisions except:
A	Market share
B	Stage in product life cycle
C	Product pricing
D	Competition
Answer	C

Id	71
Question	An online ad which moves across the user's screen or floats above the content is,
A	Pop-up Ad
B	Banner Ad
C	Expanding Ad
D	Floating ad
Answer	D

Id	72
Question	In financial terms Return on Investment(ROI) is the calculation used to determine,
A	The increase in profit on an advertised product
B	The profit received for a particular product in share market
C	The relative efficacy of an ad campaign
D	The return of revenue after an ad campaign
Answer	C

Id	73
Question	When a company acquires a supplier through an acquisition strategy, this is referred to as:
A	Vertical marketing system
B	Horizontal integration
C	Backward integration
D	Forward integration
Answer	B

Id	74
Question	A_____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
A	Blocking strategy
B	Push strategy
C	Pull strategy
D	Integrated strategy
Answer	B

Id	75
Question	Conflicts between different levels of the same channel of distribution are referred to as:
A	Horizontal conflicts
B	Vertical conflicts
C	Layer-based conflicts
D	Parallel conflicts
Answer	B

Id	76
Question	News conferences should be scheduled at a day and time that is convenient to the schedules and deadlines of the news media.
A	TRUE
B	FALSE
Answer	A

Id	77
Question	Travel writers typically travel anonymously, making it difficult for a property to acknowledge their work or provide an exceptional experience.
A	TRUE
B	FALSE
Answer	B

Id	78
Question	Properties will often conduct tours to show the property's guestrooms and facilities to travel writers.
A	TRUE
B	FALSE
Answer	A
Marks	1
Unit	PRO

Id	79
Question	Travel writers are similar in styles, abilities, and markets.
A	TRUE
B	FALSE
Answer	B

Id	80
Question	What does a publicity plan identify?
A	Prospects for convention or group business
B	Media outlets who are receptive to hospitality news releases
C	Advertising options and strategies for a property
D	What a property has to offer and what type of promotional material should be developed
Answer	D

Id	80
Question	Changes in the environment that are rapidly altering the way marketing strategies are planned include the following:
A	globalisation and Americanisation
B	globalisation and information technology
C	globalisation and terrorism
D	globalisation and the ageing workforce
Answer	B

Id	81
Question	Which vitamin is considered to be also a hormone? कौन सा विटामिन एक अंतःस्राव भी माना जाता है?
A	Vitamin A विटामिन ए
B	Vitamin D विटामिन डी
C	Vitamin C विटामिन सी
D	Vitamin B विटामिन बी
Answer	D

Id	82
Question	<p>On the basis of financial crisis, how many times has emergency been declared by the President of India?</p> <p>वित्तीय संकट के आधार पर भारत के राष्ट्रपति द्वारा कितनी बार आपात्काल की घोषणा की जा चुकी है?</p>
A	<p>Thrice</p> <p>तीन बार</p>
B	<p>Twice</p> <p>दो बार</p>
C	<p>Not even once</p> <p>एक बार भी नहीं</p>
D	<p>Seven times</p> <p>सात बार</p>
Answer	D

Id	83
Question	Which element is found on the surface of the moon? चंद्रमा की सतह पर पाया जाने वाला तत्व कौन सा है?
A	Uranium यूरेनियम
B	Carbon कार्बन
C	Titanium टाइटैनियम
D	Lithium लिथियम
Answer	C

Id	84
Question	<p>What is 'Beaufort Scale' used to measure?</p> <p>किस चीज को मापने के लिए 'ब्यूफोर्ट स्केल' का उपयोग होता है?</p>
A	<p>Height</p> <p>ऊंचाई</p>
B	<p>Depth</p> <p>गहराई</p>
C	<p>Wind Velocity</p> <p>वायु की गति</p>
D	<p>Sensex</p> <p>सेंसेक्स</p>
Answer	C

Id	85
Question	Which Tomar ruler is credited to have established Delhi? दिल्ली की स्थापना करने का श्रेय किस तोमर शासक को जाता है?
A	Jaypal जयपाल
B	Prithviraj पृथ्वीराज
C	Mahipal महिपाल
D	Anangpal अनंगपाल
Answer	D

Id	86
Question	<p>‘My Music, My Life’ is the autobiography of which person?</p> <p>‘माय म्यूजिक, माय लाइफ’ किस की आत्मकथा है?</p>
A	<p>Bismillah Khan</p> <p>बिस्मिल्लाह खान</p>
B	<p>Pt. Bhimsen Joshi</p> <p>पं. भीमसेन जोशी</p>
C	<p>Pt. Ravishankar</p> <p>पं. रविशंकर</p>
D	<p>Pt. Jasraj</p> <p>पं. जसराज</p>
Answer	C

Id	87
Question	Which was the first talkie film of India? भारत की पहली वाक्पट फिल्म कौन सी थी?
A	Maya Macchindra माया मच्छिन्द्र
B	Raja Harishchandra राजा हरिश्चंद्र
C	Alam Ara आलम आरा
D	Sholay शोले
Answer	C

Id	88
Question	Through what does translocation of food materials take place in plants? पौधों के अंदर खाद्य सामग्री का स्थानांतरण किस की मदद से होता है?
A	Phloem फ्लोएम
B	Chlorophyll क्लोरोफिल
C	Protein प्रोटीन
D	Calyx कैलिक्स
Answer	A

Id	89
Question	When does Relative Humidity decrease? सापेक्ष आर्द्रता कब कम होती है?
A	With Increased Atmospheric Pressure बढ़ते हुए वायुमंडलीय दबाव के साथ
B	With Increased Temperature बढ़ते हुए तापमान के साथ
C	With rise in Humidity आर्द्रता में वृद्धि के साथ
D	With rise in Rainfall वर्षा में वृद्धि के साथ
Answer	B

Id	90
Question	Which Sultan of Delhi is reputed to have built the biggest network of canals in India? दिल्ली का वह कौन सुल्तान था जिसे भारत में नहरों का सबसे बड़ा नेटवर्क बनाने का श्रेय दिया जाता है?
A	Feroze Shah Tughlaq फिरोज शाह तुग़लक़
B	Hasan Gangu Bahmani हसन गंगू बाहमनी
C	Mohammad Tughlaq मोहम्मद तुग़लक़
D	Gyasuddin Tughlaq ग्यासुद्दीन तुग़लक़
Answer	A

Id	91
Question	What type of Party system has been evolved in India? भारत में किस प्रकार की पक्ष प्रणाली विकसित की गई है?
A	Single Party सिंगल-पार्टी
B	Tri-Party त्रि-दलीय
C	Kitty Party किट्टी पार्टी
D	Multi-Party मल्टी-पार्टी
Answer	D

Id	92
Question	<p>What will a man with dark skin, in comparison with a man with white skin, experience?</p> <p>एक गोरी त्वचा के व्यक्ति की तुलना में एक सांवली त्वचा का व्यक्ति क्या अनुभव करेगा?</p>
A	<p>Less attention</p> <p>उसे कम ध्यान मिलेगा</p>
B	<p>More attention</p> <p>उसे अधिक ध्यान मिलेगा</p>
C	<p>Less Heat and less Cold</p> <p>उसे कम गर्मी और कम ठंड लगेगी</p>
D	<p>More Heat and more Cold</p> <p>उसे अधिक गर्मी और अधिक ठंड लगेगी</p>
Answer	C

Id	93
Question	Which bank is the banker of the banks? बैंकों का बैंकर कौन सा बैंक है?
A	State Bank of India भारतीय स्टेट बैंक
B	Swiss Bank स्विस बैंक
C	Reserve Bank of India भारतीय रिजर्व बैंक
D	Union Bank of India यूनियन बैंक ऑफ इंडिया
Answer	C

Id	94
Question	<p>Where large number of species found within a small unit of area?</p> <p>किस प्रकार के छोटे क्षेत्र में तुलनात्मक रूप से बड़ी संख्या में पशु-पक्षियों की प्रजातियां पाई जाती हैं?</p>
A	<p>Tropical Forests</p> <p>उष्णकटिबंधीय जंगल</p>
B	<p>Wet Evergreen Equatorial Forests</p> <p>गीले सदाबहार भूमध्य रेखीय जंगल</p>
C	<p>Deserts</p> <p>रेगिस्तान</p>
D	<p>Coastal Areas</p> <p>तटीय क्षेत्र</p>
Answer	B

Id	95
Question	In which language did Krishnadevaraya write his famous work, 'Amuktamalyada'? कृष्णदेवराया ने किस भाषा में अपनी प्रसिद्ध काव्य रचना 'अमुक्तमलयादा' लिखी थी ?
A	Kannada कन्नड़
B	Sanskrit संस्कृत
C	Telugu तेलुगु
D	Tamil तमिल
Answer	C

Id	96
Question	Which State is famous for 'Madhubani' folk painting? 'मधुबनी' लोक चित्रकला के लिए कौन सा राज्य प्रसिद्ध है?
A	Bihar बिहार
B	Odisha ओडिशा
C	West Bengal पश्चिम बंगाल
D	Gujarat गुजरात
Answer	A

Id	97
Question	Which tree requires minimum water for its growth? किस पेड़ को बढ़ने के लिए बहुत कम पानी की आवश्यकता होती है?
A	Pipal पीपल
B	Banyan बरगद
C	Babool बबूल
D	Eucalyptus नीलगिरी
Answer	C

Id	98
Question	Which post does the Constitution of India not mention? भारत के संविधान में किस पद का उल्लेख नहीं है?
A	President राष्ट्रपति
B	Chief Justice of Supreme Court सुप्रीम कोर्ट के मुख्य न्यायाधीश
C	Deputy Prime Minister उप प्रधानमंत्री
D	Director General of Police पुलिस महानिदेशक
Answer	C

Id	99
Question	Which country is the largest producer of Bauxite? बॉक्साइट का सबसे बड़ा उत्पादक कौन सा देश है?
A	Russia रूस
B	Australia ऑस्ट्रेलिया
C	India भारत
D	China चीन
Answer	B

Id	100
Question	What is the loss of water in the form of water drops called? पानी की बूंदों के रूप में पानी कम होता है उसे क्या कहते हैं।
A	Condensation संघनन
B	Evaporation वाष्पीकरण
C	Transpiration वाष्पोत्सर्जन
D	Guttation बिंदु स्राव
Answer	D