

**TYBMS SEM V 2019-2020 CORPORATE COMMUNICATION MOCK TEST**

	QUESTION TEXT	OPTION_a	OPTION_b	OPTION_c	OPTION_d	CORRECT	Solution
1	An example of pull-media is _____.	Magazines	Newspapers	Bill boards	RSS	d	RSS
3	Financial relations involve communicating essentially with company's _____.	Stockholders	Employees	Media	Management	a	Stockholders
4	In order to improve community relations, PR would _____.	Support social and educational programs.	Send customers their newsletter and magazine	Achieve visibility among potential investors and financial analysts	Go for relocation and mergers	a	Support social an educational programs.
5	Corporate communication is _____ in nature.	Simple	Complex	Plain	Symmetric	b	Complex
6	Today public relations have emerged, as a _____ communication network.	Global	National	Multinational	Local	a	Global
7	_____ has become a standard form of business communication, essentially for short messages that require actin.	Cell phones	Email	Computers	Social media	b	Email
8	_____ is the oldest form of public relations.	Two way-asymmetrical	Two way symmetrical	Press agency	Public Information	c	Press agency
9	Vision and mission statements influence _____	Corporate Image	Corporate Identity	Corporate Reputation	Corporate Personality	c	Corporate Reputation
10	Grapevine communication is associated with _____ communication.	Formal	Informal	Horizontal	Vertical.	b	Informal
11	The _____ defines it as a 'strategic communication process.' The aim is to build beneficial relationships between organizations and their publics.	Public Relations Society of America	Public Relations Society of England	Public Relations Society of India	Public Relations Society of China	a	Public Relations Society of America
12	Corporate Image is _____ picture that springs up at the mention of the firm's name	Physical	Mental	Inner	Social	b	Mental
13	False Light claim is a type of _____	Invasion of Piracy	Copyright Act	Invasion of Privacy	Defamation	c	Invasion of Privacy

14	Corporate identity brings out _____ relationship	Homogenous	Harmonious	Heterogeneous	None of these	b	Harmonious
15	_____ is regarded as an interactive media via the web	Weeklies	Broadcast media	Print media	New media	d	New media
16	Skype can be better used for _____	Telemarketing	Corporate websites	Web conferencing	Blogging	c	Web conferencing
17	_____ is the main role of corporate communication with respect to brand	Recognition	Loyalty	Value	Positioning	d	Positioning
18	Informal communication is otherwise known as _____ communication.	Grapevine.	Lateral.	Visual.	Horizontal.	a	Grapevine.
19	Communication is a _____	One way process	Two way process	Three way process.	Four way process	b	Two way process
20	If the statement is written and published, the defamation is called _____	Libel	Slander	Copyright	Piracy	a	Libel
21	The _____ is the best suited for tackling the issue involved in employee communication from inside.	In-house campaign	Press conference	Social media	Bill boards	a	In-house campaign
22	_____ demands an integrated approach to managing communication.	Business communication	Corporate communication	Mass communication	Critical communication	b	Corporate communication
23	_____ is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of its future behavior.	Corporate reputation	Corporate image	Corporate identity	Corporate personality	a	Corporate reputation
24	_____ is a commanding force in managing the attitudes of the general public toward organization.	Management	Employees	Technology	Media	d	Media
25	_____ is NOT true about VNR.	Usually distributed by satellite	More credible than commercials	Costlier than commercials	Company often uses is to spell out its side of an issue	c	Costlier than commercials

26	With _____ existing industry competitors face turbulence and unpredictability.	Regulation	Deregulation	Press agency	Public information	b	Deregulation
27	A _____ of publics give us more specific information about public's communication.	System Theory	Diffusion Theory	Situational Theory	Social Exchange Theory	c	Situational Theory
28	If organization have _____ it may take a crisis for an organization to access environmental changes.	Closed system	Open system	Two-way communication	Interaction with environment	a	Closed system
29	_____ tool is NOT usually used today.	Online chat	Telegram	Email	Social networking sites	b	Telegram
30	. _____ is not an example of socio-cultural trend.	Attitude towards smoking	Interest in health and fitness	Demographic change toward the number of children	Rise in the price of petrol	d	Rise in the price of petrol
31	_____ communication is one of the wireless technologies, which is widely spread all over the world allowing users to stay connected virtually anywhere on the Earth.	Tele	Satellite	Mobile	letter	b	Satellite
32	All advertisement which are designed to raise money from the general public are named as _____ advertising.	Product	Company	Financial	Corporate	c	Financial
33	_____ constitute one of most important publics for corporate communication.	Media	Internet	Journals	magazines	a	Media
34	The media shapes or _____.	Attitude	Opinion	Plane	behaviour	b	Opinion
35	_____ is a major function of image blog.	Corporate social responsibility	Advertising	News related to its products	Filtering out all external criticis	a	Corporate social responsibility