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Subject Code – BAJMC-204

Subject Name – Basics of Public Relations

Quiz -1

1. What is the primary goal of public relations?

- a) Increase sales
- b) Build relationships and manage reputation
- c) Gain political power
- d) Maximize profits

2. Which of the following is NOT a typical function of public relations?

- a) Media relations
- b) Crisis management
- c) Product development
- d) Internal communications

3. What is a press release commonly used for in public relations?

- a) Advertising products
- b) Issuing legal notices
- c) Announcing news to journalists
- d) Providing customer support

4. Which term refers to the practice of managing communication between an organization and its publics?

- a) Publicity
- b) Advertising
- c) Stakeholder engagement
- d) Media planning

5. What does the acronym "CSR" stand for in public relations?

- a) Corporate Sector Relations
- b) Customer Service Representative
- c) Corporate Social Responsibility
- d) Communication Strategies and Relations

6. Which of the following is NOT a common PR tool for managing an organization's image?

- a) Social media
- b) Press releases
- c) Email marketing
- d) Sponsorships

7. Which of the following is NOT a typical stakeholder group in public relations?

- a) Employees
- b) Shareholders
- c) Competitors
- d) Customers

8. What does the acronym "PR" stand for in the context of public relations?

- a) Press Release
- b) Public Relations
- c) Personal Relations
- d) Professional Reporting

9. Which of the following is NOT a typical social media platform used in public relations?

- a) Facebook
- b) Twitter
- c) LinkedIn
- d) WhatsApp

10. What is the primary objective of media relations in public relations?

- a) Generating advertising revenue
- b) Building relationships with journalists
- c) Influencing government policy
- d) Selling products

11. Which term refers to the process of managing and guiding public opinion about an organization or individual?

- a) Propaganda
- b) Lobbying
- c) Advocacy
- d) Publicity

12. What is the term for unpaid promotion of an organization through media coverage?

- a) Advertising
- b) Publicity
- c) Sponsorship
- d) Propaganda

13. Which of the following is a key principle of ethical public relations practice?

- a) Deception
- b) Transparency
- c) Manipulation
- d) Exploitation

14. Which of the following is NOT a function of Public Relations?

- a) Crisis management
- b) Event management
- c) Publicity
- d) Sales forecasting

15. Which tool is commonly used for internal communication in public relations?

- a) Press release
- b) Annual report
- c) Bulletin board
- d) Social media

16. In public relations, what does CSR stand for?

- a) Customer Satisfaction Rating
- b) Corporate Social Responsibility
- c) Crisis Situation Response
- d) Community Service Recognition

17. Which of the following is a primary responsibility of a public relations practitioner?

- Managing supply chain logistics
- Writing press releases
- Conducting market research
- Developing product designs

18. What is the term for the practice of managing communication between an organization and its employees?

- a) Publicity
- b) Media relations
- c) Internal communications
- d) Crisis management

19. Which of the following is NOT a potential outcome of effective public relations?

- a) Increased brand awareness
- b) Improved customer relations
- c) Decreased employee morale
- d) Enhanced reputation

20. What is the term for the deliberate attempt to influence public opinion or behavior through the dissemination of information?

- a) Persuasion
- b) Publicity
- c) Marketing
- d) Advertising
