



INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BAJMC210

Course Name: Corporate Communication

Class Test

1. _____ refers to a special language of a trade.
 - a) Jargons
 - b) Expression
 - c) Suggestion
 - d) Colloquialism

2. A Memo is an example of _____.
 - a) Internal Communication
 - b) External Communication
 - c) Lateral Communication
 - d) Written Communication

3. Which of the following does the term CSR relate to?
 - a) Ethical Conduct
 - b) Environmental Practice
 - c) Community Investment
 - d) All of the Above

4. The first step in the auditing process is to secure the commitment of _____.
 - a) Employees



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- b) Top Executives & Director
- c) Stockholders
- d) Customers

5 Code of conduct and code of ethics

- a) Are formal statements that describes what an organization expects of its employees
- b) Become necessary only after a company has been in legal trouble
- c) Are designed for top executives and directors and managers, not regular employees
- d) Rarely become an effective component of the ethics and compliance program

6. A _____ sets out the purpose and general direction for the organization.

- a) Mission statement
- b) Purpose statement
- c) Vision
- d) Profit statement

7. Brand knowledge refers to _____.

- a) Awareness
- b) Recall
- c) Personality
- d) Persona



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8. Brand personality is a set of _____ characteristics associated with the brand.

- a) Human
- b) Computer
- c) Product
- d) Artificial Intelligence

9. Brands are born out of following strategies:

- a) Segmentation and differentiation strategies
- b) Promotion strategies
- c) Good purchasing and supply chain strategies
- d) All of the above

10. Informal Communication is known as?

- a) Grapevine
- b) Lateral
- c) Visual
- d) Horizontal

11. Brand identity is followed by _____, which is a reflection of what marketers planned to send to the public.

- a) Brand value
- b) Brand image
- c) Advertising
- d) Brand Personality



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- 12. The four types of social responsibility include?**
- a) Legal, philanthropic, economic and ethical
 - b) Ethical, moral, social and economic
 - c) Philanthropic, justice, economic and ethical
 - d) Legal, moral, ethical and economic
- 13. For communication to be effective it should be:**
- a) Repetitive
 - b) Reinforcing
 - c) Both of the given options
 - d) None of the given options
- 14. A prominent feature of corporate communication is that it is**
- a) Simple in nature
 - b) Complex in nature
 - c) Exclusively about managing communication
 - d) Not a part of the management function
- 15. All advertisements which are designed to raise money from the general public are named as _____ advertising?**
- a) Product
 - b) Company
 - c) Financial
 - d) Corporate



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16. 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 is called?

- a) Corporate Reputation
- b) Corporate Identity
- c) Corporate Image
- d) Corporate Impression

17. Financial relations involve communicating essentially with company's?

- a) Stockholders
- b) Media
- c) Employees
- d) Management

18. What is the main role of corporate communication with respect to brand?

- a) Recognition
- b) Loyalty
- c) Value
- d) Positioning

19. What helps in building a good image of the company?

- a) Publicity
- b) Propaganda
- c) Communications
- d) Public Relations



BHARATIVIDYAPEETH'S

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20. What plays a significant role in building your company's image. Managing a Facebook page, Instagram page, Twitter page, LinkedIn page, YouTube channel, etc.?

- a) Public Relations
- b) Social Media
- c) Print Media
- d) None of these