



SREE CHITRA TIRUNAL INSTITUTE FOR MEDICAL SCIENCES & TECHNOLOGY

THIRUVANANTHAPURAM—695 011, INDIA.

(An Institute of National Importance under Govt. of India)

Phone—(91)0471—2443152 Fax—(91)0471—2446433, 2550728

Email-sct@sctimst.ac.in Web site—www.sctimst.ac.in

ROLL NUMBER

WRITTEN TEST FOR THE POST OF PUBLIC RELATIONS OFFICER - A

DATE: 20/09/2023

TIME: 11 To 12.30 pm

DURATION: 90 MINUTES

Total Marks: 100

INSTRUCTIONS TO THE CANDIDATES

1. Write your Roll Number on the top of the Question Booklet and in the OMR sheet.
2. Each question carries **one (1)** mark.
3. There will be no Negative Marking.
4. Each question carries 4 options i.e., A, B, C & D. Darken completely, the bubble corresponding to the most appropriate answer using **blue or black ball point pen**.
5. Marking more than one option will invalidate the answer.
6. Candidate should sign in the **question paper** and **OMR** sheet.
7. No clarifications will be given.
8. Candidate should hand over the **OMR** sheet and **question paper** to the invigilator before leaving the examination hall.

Signature of the Candidate

*Rupa Sreedhar*  
20/9/2023

Public Relations Officer -A 20/9/2023

**1) The Objective of Public Relation is to create**

- a) Misunderstanding
- b) Publicity
- c) Propaganda
- d) Knowledge & understanding

**2) In PR the people with whom you do business like employees, suppliers, customers etc. are called your**

- a) Community
- b) Publics
- c) Peers
- d) Subordinates

**3). Primary Responsibility of PR Department**

- a) Writing & distributing Press Release, photographs, videos etc. to the Media & maintaining a Media list
- b) Attendance at Sales conference
- c) Handling PR Sponsorship
- d) Training P R Staff

**4). All of the Following are functions of Marketing Public Relations EXCEPT**

- a) Increase Brand Awareness
- b) Access to purchase influence factors
- c). Build Brand equity
- d) Dealing with Competitive Efforts

**5) Whenever there is important announcement to make to the public, the PRO arranges**

- a) Concerts
- b) Cultural Events
- c) Press Conference
- d) Company Meeting

**6) Which of the following is not a function of PR department?**

- a) Selling
- b). Corporate Communication
- c) Lobbying
- d). Counseling

**7) The Term Public Relation was first coined by**

- a) Thomas Jefferson
- b) Scott M Cutlip

*Deepa Sreedhar*  
28/9/2023

- c) Allen H Centre
- d) Edward Berneys

**8). A good ..... is always complementary to the Public Relation Department**

- a) House Journal
- b) Notice Board
- c) Periodical
- d). Memorandum

**9)..... gives reporters everything they need to know to write a short news item**

- a) Press Kit
- b) News Kit
- c) Circular
- d) Press Release

**10) ..... are the Editorials or Opinion Articles you find in the main section of the news paper**

- a) Journal articles
- b) Periodical articles
- c) Bylined articles
- d) Memo articles

**11) The ..... should provide an editor with a tantalizing snapshot of what the press release is about**

- a) Caption
- b) subtitle
- c) Headline
- d) Byline

**12)If you are showing that you are interested in what a person is saying, then this shows what?**

- a) That you care
- b) That you agree with them
- c) That you are good at your job
- d) You are encouraging them to talk more

**13) The contemporary concept of public relation is based on which of the following key words**

- a) Inducing, Engineering & Creating
- b) Asymmetric, One-way & Propaganda
- c) Reciprocal, Mutual & Between
- d) International, global & diverse

*Keypa Sreedhar*  
20/9/2023

14) A group that can directly influence your organization's abilities to achieve its goals is known as

- a) secondary public
- b) primary public
- c) latent public
- d) intervening public

15. .... represents the simplest and easiest form of information tools used in Public Relations

- a) Fliers
- b) Handbills
- c) Posters
- d) Cards

16. What are the 3 Ps of Public Relations?

- a) Personal Relationships, Patience & Persistence
- b) Personal Relationships, Patience & Persuasion
- c) Personal Relationships, Persuasion & Publicity
- d) Persuasion, Patience & Publicity

17) At the Apex Level there is a Public Relation Society of India (PRSI) set up in

- a) 1958
- b) 1993
- c) 1968
- d) 1985

18). The Ministry of Information & Broadcasting, Government of India is a ministerial level agency of the Government of India responsible for the formulation and administration of rules, regulations and laws relating to Information, broadcasting, the Press & the ..... of India

- a) Recording sector
- b) Editing sector
- c) Cinema/Films
- d) Drama

19) The Press Council of India was First Set up on

*Deepa Kreedhan*  
*20/9/2023*

- a)1953
- b)1966
- c)1959
- d)1948

**20) What should a PR practitioner should do if she/he doesn't know the answer to a reporter's question**

- a) Give the reporter other information that she is certain is correct
- b) Say the information is off the record & will be disseminated later
- c) Say I don't know and promise to provide the information later
- d) Say No Comment rather than appear uninformed

**21). How does Public Relations differ from advertising?**

- a) PR focuses on promoting products, while advertising focuses on managing public perception.
- b) PR is paid media, while advertising is earned media.
- c) PR aims to build relationships and manage reputation, while advertising aims to promote products or services directly.
- d) PR relies solely on social media, while advertising relies on traditional media.

**22). Which of the following internet-related challenges is most significant in the Public Relations field?**

- a) Representing clients using new social media environments
- b) Finding stable cost-effective internet providers
- c) Training staff to use social media
- d) Staying abreast of changing technology

**23). In recent years social media has had a major impact on the practice of public relations. In which of the following areas has the impact been greatest & experienced most immediately?.**

- a) Politics
- b) Retail Business
- c) Automotive sales
- d) Non profits

**24) Public relations professionals often deal with either internal or external communications. Which of the following best describes those two types of communications?**

- a) Internal communications deal with investors, clients, customers or contributors, and external communications keep company employees informed about the company.

*Lupa Sreedhar*  
20/9/2023

