



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

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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

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- 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

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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

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- 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.

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b) Internal communications always flow from the top of the organization down, and external communications always flow from the bottom to the top.

c) Internal communications always are carried out by e-mail, and external communications always are carried out through the mass media.

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

25) Which of the following is NOT among the reasons often cited by journalists for rejecting news releases?

- a) They are not newsworthy.
- b) They are sent to the wrong person.
- c) They fail to include Important Information
- d) They are too well written.

26) Public relations professionals should send news well in advance of the publication date because

- a) news organizations move slowly and need plenty of time to rewrite the release.
- b) a release received close to a deadline is likely to be thrown away.
- c) a release received close to a deadline leaves news organizations with too little time to plan special coverage.
- d) a release received too close to a deadline is less likely to be published.

27) When localizing news releases, public relations professionals should consider

- a) psychological as well as geographical closeness.
- b) only geographical closeness.
- c) only psychological closeness.
- d) financial and geographical closeness.

28) What happens when you are using jargon or terminology with someone who doesn't understand it?

- a) You are demonstrating you are smarter than them
- b) You are excluding them
- c) You are embarrassing them
- d) You are causing miscommunication

29) When journalists say a news release lacks newsworthiness they often mean it

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- a) has limited interest, describes important events or is written to inform the public.
- b) has wide interest, describes contrived events or is written to please the company's bosses.
- c) has limited interest, describes contrived events or is written to inform the public.
- d) has limited interest, describes contrived events or is written to please the company's bosses.

30) What does CSR stand for in the context of Public Relations?

- a) Corporate Social Responsibility
- b) Customer Satisfaction Report
- c) Community Support Resources
- d) Crisis Solutions and Recovery

31) Is text messaging an acceptable form of communication?

- a) It is not formally classed as communication as communication involves talking
- b) Yes, in certain circumstances
- c) Yes, it should be the preferred choice when making arrangements
- d) No, under no circumstances should you text for work reasons

32) Which consumer right focuses on hearing feedback of the customer?

- a. Right to information
- b. Right to safety
- c. Right to be heard
- d. Right to consumer education

33) Which of the following is NOT mentioned as one of the five social trends that led to the development of modern public relations?

- a) the expansion of democracy
- b) the growth of institutions
- c) the growth of advocacy
- d) the aging of the Baby Boom generation

34). What is the purpose of a crisis communication plan in PR?

- a) To create a crisis for the organization to test its response capabilities
- b) To outline how to handle and communicate during a crisis situation
- c) To promote the organization's products during a crisis
- d) To increase media coverage during a crisis

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35) How can PR professionals use influencers to enhance their campaigns?

- a) By providing them with free products and services
- b) By paying them to promote the organization
- c) By collaborating with influencers who align with the organization's values
- d) By discouraging them from sharing their opinions about the organization

36) What is the primary purpose of an organization's boilerplate in press releases?

- a) To provide contact information for media inquiries
- b) To share a brief history and key information about the organization
- c) To include testimonials from satisfied customers
- d) To summarize the crisis communication plan

37) How can PR professionals measure the success of their efforts in managing the organization's reputation?

- a) By monitoring media coverage and sentiment
- b) By conducting market research on competitors
- c) By conducting internal employee surveys
- d) By ignoring feedback from stakeholders

38) What is the term for a person or organization who provides information to journalists and acts as a representative of the organization?

- a) Media manager
- b) Publicist
- c) Spokesperson
- d) Event planner

39). What is the purpose of a press kit in PR?

- a) To collect contact information of potential customers
- b) To provide a summary of the organization's sales and revenue
- c) To offer relevant information about the organization to journalists and media outlets
- d) To include coupons for customers to redeem discounts

40) Which type of PR activity involves partnering with charitable organizations or community initiatives to enhance the organization's reputation?

- a) Media relations
- b) Event management
- c) Corporate social responsibility
- d) Internal communications

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41) What is the term for media coverage that is not paid for or sponsored by the organization but is earned through positive news and stories?

- a) Paid media
- b) Owned media
- c) Earned media
- d) Shared media

42) What is the purpose of conducting a press conference in PR?

- a) To provide journalists with exclusive access to the organization's products
- b) To distribute free samples of the organization's products
- c) To announce important news or updates and answer media questions
- d) To engage with employees during a crisis situation

43). How does PR contribute to building brand loyalty among customers?

- a) By using aggressive sales tactics
- b) By providing discounted prices on products
- c) By consistently delivering positive and engaging messages to the target audience
- d) By increasing the number of advertisements

44) What is the term for a situation in which an organization's reputation is at risk due to negative publicity or events?

- a) Publicity stunt
- b) Reputation boost
- c) Crisis
- d) PR opportunity

45) How can PR professionals manage negative comments or reviews on social media?

- a) Ignore them and focus on positive feedback only
- b) Respond with defensive statements to protect the organization's image
- c) Address them promptly, empathize with the concerns, and offer solutions
- d) Delete negative comments to maintain a positive online presence

46). What is the importance of ethics in Public Relations?

- a) Ethics have no relevance in PR, as the primary goal is to achieve positive media coverage.
- b) Ethical practices build trust and credibility, leading to long-term positive relationships with stakeholders.
- c) Ethics hinder the organization's ability to achieve its sales targets.

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d) Ethical guidelines are only applicable in internal communications, not in media relations.

47) Who is the chief technical advisor to the government on all matters relating to medical case and public health at the centre?

- a) Health Secretary
- b) Health Minister
- c) Director of Health Services
- d) Director General of Health Services

48) Which agency defined health as “a complete state of physical, mental and social well being and not merely the absence of illness or disease” ?

- a) UNICEF
- b) WHO
- c) WTO
- d) ADB

49) The number of live births per thousand of population per year means:

- a) Birth rate
- b) Birth rate divided by Infant Mortality rate
- c) Birth rate divided by Death rate
- d) Growth rate

50) NRHM stands for:

- a) National Rural Health Mission
- b) National Regional Health Mission
- c) National and Regional Health Management
- d) National Research Health Mission

51) Health is a subject:

- a) Central
- b) State
- c) Concurrent
- d) Federal

52) In which year was the National Health Policy first implemented in India?

- a) 2002
- b) 1983
- c) 1966
- d) 2013

53) RCH stands for:

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- a) Reproductive and Child Health
- b) Reproductive Child Health
- c) Researching Child Health
- d) Research and Child Health

54) Maternal Mortality Ratio in India has declined over the years to in 2018-20

- a) 198
- b) 168
- c) 134
- d) 97

55) What is the joint new initiative by Sree Chitra Tirunal Institute for Medical Sciences & Technology, and Sri Avittom Thirunal Hospital called?

- a). The SCTIMST-SAT Clinic
- b). The Heart in Pregnancy Clinic
- c). The Novel Clinic
- d). New Neonatal Clinic

56) What do you mean by NIRF

- a) National Institutional Rank & Framework
- b) National Institution for Ranking Framework
- c) National Institution for Rank & Framework
- d) National Institutional Ranking Framework

57) When was Ayushman Bharat Pradhan Mantri Jan Arogya Yojana Launched ?

- a) 23 September 2018
- b) 20 October 2019
- c) 18 April 2021
- d) 6 January 2010

58) What is NABH?

- a) National Accreditation Board of Hospitals
- b) National Accrediting Board for Hospitals
- c) National Accrediting Board of Hospitals
- d) National Accreditation Board for Hospitals & Healthcare Providers

59) First outbreak of Nipah virus in Kerala

- a) May 2018
- b) Feb 2018
- c) March 2018
- d) January 2018

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60. Full form of ASHA

- a) Accredited Social Health Activist
- b) Assistant Social Health Activist
- c) Accredited Social Health Assistant
- d) Accredited Social healing Assistant

61) Press Releases, Sponsorships, Special Events and web pages are a part of

-
- a) Advertising
 - b) Direct Marketing
 - c) Public Relations
 - d) Sales Promotion

62) What refers to the act of offence of saying something false or malicious that damages the reputation?

- a) IPR violation
- b) Libel
- c) Defamation
- d) Slander

63) Which of this is essential for promotion of an event

- a) Give gifts while the guests are leaving
- b) Have a photographer at the event
- c) Get letterhead and invitation printed
- d) Ensure flyers and programs including telephone numbers and website addresses

64) Which 'Cs' of Communication focuses on absence of repetition

- a) Clarity
- b) Candidness
- c) Conciseness
- d) Completeness

65) What is the role of Public Relations professional in the field of mass media?

- a) A public Relations professional is expected to be a resource person, to collect and distribute comprehensive information
- b) A public Relations Professional is expected to evaluate and measure marketing strategies
- c) A Public Relations professional should involve in cloud campaigning
- d) A Public Relations professional is expected to be a silent observer

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- 66) Arrange the following steps involved in developing a Public Relations program –
(I) Action or implementation of the plan. (II) Scanning of the environment. (III) Creation of Communication plan/ strategy (IV) Measurement of the impact
- a) (I), (II), (III), (IV)
 - b) (IV), (III), (II), (I)
 - c) (II), (III), (I), (IV)
 - d) (III), (II), (IV), (I)
- 67) Who is the starting point of bottom-up communication?
- a. Management representatives
 - b. Media
 - c. Customers
 - d. Employees
- 68) What is the objective of Hospital PR
- a) communicating, building brand image, advisor to management and help growth in the organization.
 - b) managing press and media
 - c) facilitating patients
 - d) bridging the gap between government and hospital management
- 69) What is the first step in organising a press conference?
- a) Define the key message
 - b) Select site
 - c) schedule time
 - d) schedule date
- 70) What best describes Corporate Social Responsibilities?
- a) A corporation's policy to make as much profit as possible
 - b) A corporation's obligation to consider the impact of its decision in the environment
 - c) The duty of care a corporation has to its employees and customers
 - d) An organisation's obligation to the society to put in an effort to enhance society and environment.
- 71) Which of these is not a CSR initiative?
- a) Organising sports meet for employees

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- b) Selling a Product
- c) Organising a Health Campaign
- d) Sponsoring wheel chair and stretchers for hospital

72) What is medical tourism?

- a) Provisions of healthcare services across international boundaries
- b) Sprinkling healthcare on vacations
- c) Providing hospital stay while enjoying locations
- d) Encouraging medical professionals to promote tourism

73) Who is the 'public' in the hospital?

- a) The press and the media professionals who have a medical beat
- b) The vendors who visit the hospital for business.
- c) The patients and relatives, staff members, the board of trustees, media, suppliers, government agencies.
- d) The contractual and outsourced employees

74) Why is 'Feedback' important aspect of PR activity?

- a) It is the mirror of the impact of your services and allows you to improve, amend and implement an activity which leads to public satisfaction
- b) It is important to decide the charges of the various facilities in the hospital
- c) To analyse the footfalls in the hospital
- d) To evaluate consumer awareness

75) Which is at the top of the list in the four forms of Communication?

- a) Writing
- b) Speaking
- c) Listening
- d) Reading

76) Which form of communication is most effective in forming or changing predispositions toward an issue?

- a) Interpersonal
- b) Media
- c) Group
- d) Public

77) "Public relations" in hospital is meant to _____

- a) facilitate the patients and enhance the image of the hospital
- b) organise corporate parties to please the stake holders
- c) build up the finance flow of the hospital
- d) to advertise the various facilities and services available in the hospital

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78) The _____ is the most sensitive place from the Public Relations point of view.

- a) Indoor Patient Department
- b) The Operation Theatres
- c) The Outpatient Department
- d) The Pharmacy Unit

79) The hospitals are now considered industry-

- a) Therefore, the patients are commodities
- b) So, they must generate more patients
- c) However, the patients cannot be treated as commodities
- d) Therefore, the Industrial law should be implied

80) Public Relations is _____

- a) An advertisement or Commercial message
- b) Understanding the target audience and building a connection with it.
- c) Managing Media to get good coverage
- d) Liaising with Government Officials

81) PRO of a hospital should be -

- a. Well versed in Human Resource management
- b. Having knowledge of driving and first aid
- c. Able to communicate thoughts and ideas to Government
- d. Knowledgeable enough to understand the patient confidentiality and privacy act.

82) Complaints in the hospital should be –

- a) taken lightly, as the patients can never be satisfied.
- b) redressed immediately in a professional manner
- c) kept secondary while providing treatment to the patient should be primary concern.
- d) should be taken up periodically

83) What are the main challenges for a Hospital PRO?

- a) Impractical expectations of media relations; monitoring patient satisfaction; achieving the socio-economic goals

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- b) monitoring patient satisfaction; behavioural issues of dealing staff; emergency management
- c) Liaison with stake holders; updating systems as per international standards; achieving the socio-economic goals
- d) Event management; Impractical expectations of media relations; Emergency management

84) Public relations is an important function to build up corporate image of the hospitals in the minds of the _____.

- a) public and the patients
- b) patients and doctors
- c) staff and hospital administrators
- d) local residents and media

85) What is the objective of NABH standards?

- a) Is to improve healthcare quality and patient safety of hospitals
- b) to demonstrate commitment to patient safety and quality care in government hospitals
- c) to create more scope for medical tourism
- d) to promote qualified and experienced healthcare providers

86) What is the right of a patient admitted in a hospital?

- a) Safety Assurance; Confidentiality of Information; Free treatment
- b) Receive treatment with Dignity; Confidentiality of Medical Information; Refusal of treatment.
- c) Receive treatment with Dignity; Free treatment; Refusal of treatment.
- d) Refusal of treatment; Safety Assurance; Confidentiality of Medical Information

87) What are the 4 'Ps' of Crisis management?

- a) prevent, plan, practice, and perform.
- b) prevent, plan, persist and perform
- c) plan, practice, persist and perform
- d) plan, persist, prevent and perform

88) How did PR help in the Pandemic period?

- a) By maintaining regular communication through social media tools with its Public
- b) By providing treatment and admissions of critical patients in hospital
- c) By building trust through communication within its public in hospital
- d) By highlighting the role of doctors and paramedics

89) A PRO can establish a reputation of reliability with the press by his/her _____

- a) Dress Sense

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- b) Conduct
- c) Personality
- d) Money

90) Which of the following tip a should a PR practitioner NOT take into consideration while giving interviews?

- a) Participate in Q&A sessions
- b) Arrive early
- c) Be appropriately dressed
- d) Always lead answers to more questions

91)The _____ is a person who shapes & sculpts the words in an advertisement

- a) Creative Director
- b) Linguist
- c) Copy writers
- d) Layout specialists

92) _____ is a management function that involves public attitudes and maintaining relations

- a) Public Relations
- b) Marketing
- c) Advertising
- d) Publicity

93) People who live near the hospital premises are called the

- a. Community
- b. Neighbour
- c. Helpers
- d. Buffers

94) _____ are the employees (from top to bottom level of the Hospital)

- a) Internal Public
- b) Organisational Public
- c) External Public
- d) Representative Public

95) Proponents are also called as _____

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- a) Marginal Public
- b) Supporters
- c) Primary Public
- d) External Public

96) The objective of _____ is concerned with imparting information, to the specific media to the specific target group.

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

97) A _____ reflects the professionalism of PR department and mirrors the entire philosophy of the organisation

- a) Notice Board
- b) Periodical
- c) House Journal
- d) Circular

98) Public Relations typically do not have the responsibility of which one of the following?

- a) Monitoring awareness inside and outside the organisation
- b) Counselling management on policy
- c) Counselling and facilitating agitated patient
- d) Chalking out a media tour plan

99) The breakdown of a job into various component part is known as

- a) Job analysis
- b) Job description
- c) Job Specifications
- d) Job requirements

100) Which of the following helps create an identity for a healthcare provider and allows them to stand apart from competitors?

- a) Brand building
- b) Lead generation
- c) PR Communication
- d) Company advising

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ANSWER KEY FOR PUBLIC RELATION OFFICER - A 20/09/2023

Q.NO	Ans	Q.NO	Ans	Q.NO	Ans	Q.NO	Ans	Q.NO	Ans
1	d	2	c	3	a	4	d	5	c
6	a	7	a	8	a	9	d	10	c
11	c	12	a	13	c	14	b	15	a
16	a	17	a	18	c	19	b	20	c
21	c	22	d	23	a	24	d	25	d
26	d	27	a	28	d	29	d	30	a
31	b	32	c	33	d	34	b	35	c
36	b	37	a	38	c	39	c	40	c
41	c	42	c	43	c	44	c	45	c
46	b	47	d	48	b	49	a	50	a
51	b	52	b	53	a	54	d	55	b
56	d	57	a	58	d	59	a	60	a
61	c	62	c	63	d	64	c	65	a
66	c	67	d	68	a	69	a	70	d
71	b	72	a	73	c	74	a	75	c
76	a	77	a	78	c	79	c	80	b
81	d	82	b	83	a	84	a	85	a
86	b/d	87	a	88	a	89	b	90	b
91	c	92	a	93	a	94	a	95	b
96	b	97	c	98	b	99	a	100	a

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