38 Lecture - MGT301

Important Mcqs

1. Which of the following is NOT a common PR tactic?

- a) Media relations
- b) Community outreach
- c) Sales promotions
- d) Crisis management

Answer: c) Sales promotions

2. Which of the following is NOT a key stakeholder in PR?

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

Answer: c) Competitors

3. The primary goal of PR is to:

- a) Increase sales
- b) Build and maintain a positive image for the organization
- c) Generate leads
- d) Increase market share

Answer: b) Build and maintain a positive image for the organization

4. What is the main purpose of crisis management in PR?

- a) To prevent crises from occurring
- b) To minimize the impact of crises on the organization
- c) To exploit crises for positive publicity
- d) To create crises in order to generate publicity

Answer: b) To minimize the impact of crises on the organization

5. Which of the following is an example of community outreach in PR?

- a) Sending out a press release
- b) Hosting a charity event
- c) Responding to a negative review on social media
- d) Launching a new product

Answer: b) Hosting a charity event

6. Which of the following is a key skill for a PR professional?

- a) Sales
- b) Graphic design
- c) Writing
- d) Data analysis

Answer: c) Writing

7. What is the primary objective of media relations in PR?

a) To get as much media coverage as possible

- b) To build relationships with journalists and other members of the media
- c) To create advertising campaigns
- d) To generate leads

Answer: b) To build relationships with journalists and other members of the media

8. Which of the following is an example of a crisis that might require PR intervention?

- a) A product recall
- b) A new product launch
- c) A successful marketing campaign
- d) A routine employee promotion

Answer: a) A product recall

9. Which of the following is an example of social media management in PR?

- a) Responding to customer complaints on Twitter
- b) Designing a new logo for the organization
- c) Drafting a press release
- d) Planning an event

Answer: a) Responding to customer complaints on Twitter

10. What is the main goal of public relations measurement and evaluation?

- a) To measure the effectiveness of PR tactics
- b) To generate publicity
- c) To increase sales
- d) To create advertising campaigns

Answer: a) To measure the effectiveness of PR tactics