

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