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