



MCM401 – Public Relation

Grand Quiz Solved (Covid-19)

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A Complete Academy For all subjects

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MCM401:Grand Quiz

Question # 4 of 30 (**Start time: 05:46:13 PM, 14 July 2020**)

Which of the following type of house journal resembles to that of a poster?

Select the correct option

☐	Magazine
☒	Wall Newspaper
☐	Sales bulletin



Question # 5 of 30 (Start time: 05:48:06 PM, 14 July 2020)

Total Marks: 1

If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

Select the correct option

☒	Advertising	//
☐	Personal selling	//
☐	Public relations	//
☐	Sales promotion	//



Question # 5 of 30 (**Start time: 05:48:06 PM, 14 July 2020**)

Total Marks: 1

If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

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Question # 5 of 30 (**Start time: 05:48:06 PM, 14 July 2020**)

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Select the correct option

☒	Advertising	//
☐	Personal selling	//
☐	Public relations	//
☐	Sales promotion	//



MCM401:Grand Quiz

Question # 3 of 30 (**Start time: 05:45:26 PM, 14 July 2020**)

In 7-point formula of writing news release, which of the following question is answered under the heading of 'Application'?

Select the correct option

- | | |
|-----------------------|--|
| ☐ | What is the name of Organization? |
| ☐ | What is the story about? |
| ☐ | Where is the organization located? |
| ☐ | What are the uses & who are the users? |



BC180407259: MARIA ASHRAF

MCM401:Grand Quiz

Question # 2 of 30 (**Start time: 05:44:17 PM, 14 July 2020**)

The process of putting one's thoughts (meaning) into signs (symbols) is called:

Select the correct option

☐	Decoding
☒	Encoding
☐	Transmission
☐	Noise



Question # 1 of 30 (Start time: 05:42:40 PM, 14 July 2020)

The type of interview which is conducted with a prepared questionnaire is named as:

Select the correct option



Depth interview



Structured Interview



Informational interview



Group interview



Question # 5 of 30 (Start time: 05:48:06 PM, 14 July 2020)

Total Marks: 1

If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

Select the correct option

☒	Advertising	//
☐	Personal selling	//
☐	Public relations	//
☐	Sales promotion	//



MCM401:Grand Quiz

Question # 6 of 30 (**Start time: 05:49:16 PM, 14 July 2020**)

The components of corporate identity include:

Select the correct option

☐	Logo
☐	Color
☐	Special typeface
☐	All of the given options



Question # 7 of 30 (**Start time: 05:50:08 PM, 14 July 2020**)

E-PR refers to Public Relations done through:

Select the correct option

☐	TV
☐	Newspaper
☒	Internet
☐	Radio



MCM401:Grand Quiz

Question # 8 of 30 (**Start time: 05:51:39 PM, 14 July 2020**)

The type of interview which is conducted with no prepared questionnaire is named as:

Select the correct option

- | | |
|----------------------------------|-------------------------|
| ☐ | Depth interview |
| ☐ | Structured Interview |
| ☒ | Informational interview |
| ☐ | Group interview |



Question # 9 of 30 (Start time: 05:53:18 PM, 14 July 2020)

E-newspapers are read through:

Select the correct option

☐	Television
☒	Internet
☐	CDs
☐	All of the given options



Question # 10 of 30 (Start time: 05:54:12 PM, 14 July 2020)

The opening paragraph of a news release should give:

Select the correct option

☐	Summary of the whole story
☐	Brief name of the organization
☐	Subject in first few words
☐	All of the given options



Question # 11 of 30 (Start time: 05:54:52 PM, 14 July 2020)

When giving interview in the studio, what speaking style a PRO should adopt?

Select the correct option

- | | |
|----------------------------------|---|
| ☐ | Speak less with arrogance |
| ☒ | Speak slowly, confidently, in a warm attractive style |
| ☐ | Speak loudly and with a sense of superiority |
| ☐ | Speak with a low tone and be careful |



MCQ Grand Quiz

Question # 12 of 30 (**Start time: 05:56:34 PM, 14 July 2020**)

PR solves problems on the principle of "Learn---Feel-----Do". What kind of change is involved in 'Feel'?

Select the correct option

☒	Opinion Change
☐	Societal Change
☐	Behavioral Change
☐	Personality Change



Question # 13 of 30 (**Start time: 05:57:15 PM, 14 July 2020**)

Total Marks

Mian Asim is running for Parliament in the General Election. He needs to know the intended choices of the voters and will undertake a survey. All the voters on the Electoral Register in his constituency would be the called -----.

Select the correct option

☐	Sample
☐	Dependent variable
☐	Population
☒	Independent variable

Question # 14 of 30 (Start time: 05:58:06 PM, 14 July 2020)

The last step in 4 step problem solving process is:

Select the correct option

- | | |
|----------------------------------|-------------------------------|
| ☐ | Planning & Programming |
| ☐ | Defining the problem |
| ☐ | Taking action & communicating |
| ☒ | Evaluating the program |



Question # 15 of 30 (Start time: 05:59:19 PM, 14 July 2020)

Which of the Following characteristics are needed to be kept in mind for arranging exhibitions?

Select the correct option

☐	Attractiveness
☐	Visibility
☐	Personal Confrontation
☒	All of the given options



MCIM401 Grand Quiz

Question # 16 of 30 (Start time: 06:00:36 PM, 14 July 2020)

According to a popular phrase, “_____ speak louder than words”.

Select the correct option

☒	Actions
☐	PRO
☐	Deeds
☐	Leaders



MCM401:Grand Quiz

Question # 17 of 30 (**Start time: 06:01:09 PM, 14 July 2020**)

Public Relation is involved in Sponsorship:

Select the correct option

- | | |
|-----------------------|--|
| ☐ | To enter a new segment of market |
| ☐ | To Increase familiarity with your name |
| ☐ | To improve customer relations |
| ☐ | All of the given options |



MCM401:Grand Quiz

Question # 19 of 30 (**Start time: 06:03:15 PM, 14 July 2020**)

According to "Reuel Elton" Trade Association does not coerce, -----.

Select the correct option

- | | |
|----------------------------------|---------------|
| ☐ | It intimates |
| ☒ | It persuades |
| ☐ | It fabricates |
| ☐ | It propagates |



MCQ401.Grand Quiz

Question # 20 of 30 (**Start time: 06:03:49 PM, 14 July 2020**)

What type of government must report its activities to the citizens?

Select the correct option

☒	Democratic
☐	Dictatorial
☐	Autocratic
☐	None of the given options



Multiple Choice Quiz

Question # 21 of 30 (**Start time: 06:04:19 PM, 14 July 2020**)

All of the following are components of corporate identity EXCEPT:

Select the correct option

- | | |
|----------------------------------|------------------|
| ☐ | Logo |
| ☐ | Color |
| ☐ | Special typeface |
| ☒ | Corporate image |



Question # 22 of 30 (Start time: 06:05:23 PM, 14 July 2020)

Among the 4 P's of marketing, Place refers to:

Select the correct option

- | | |
|----------------------------------|--|
| ☐ | The factor determining the role in the promotion of the product. |
| ☒ | The location of origin and the territory of marketing. |
| ☐ | The position of product among its competitors. |
| ☐ | None of the given options |



MCQs 1. Grand Quiz

Question # 23 of 30 (**Start time: 06:07:08 PM, 14 July 2020**)

E- Press release should start with a bold heading:

Select the correct option

☐	ATTENTION PLEASE
☒	FOR IMMEDIATE RELEASE
☐	IMPORTANT ANNOUNCEMENT
☐	PRIVATE AND CONFIDENTIAL



MCM401:Grand Quiz

Question # 24 of 30 (**Start time: 06:08:27 PM, 14 July 2020**)

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

Select the correct option

- | | |
|----------------------------------|---------------------------------------|
| ☐ | Participate in Q&A session |
| ☐ | Arrive early |
| ☐ | Be appropriately dressed |
| ☒ | Always lead answers to more questions |



Multiple Choice Quiz

Question # 25 of 30 (**Start time: 06:09:17 PM, 14 July 2020**)

Permanent Exhibitions are:

Select the correct option

- | | |
|----------------------------------|---|
| ☒ | Usually held at company premises |
| ☐ | Moved from place to place |
| ☐ | Modular, which could be taken apart and moved to site |
| ☐ | None of the given options |



Question # 26 of 30 (Start time: 06:10:29 PM, 14 July 2020)

As a practitioner, if you do not know the answer to a reporter's question, you should:

Select the correct option

- | | |
|----------------------------------|--|
| ☐ | Give the reporter other information you are certain is correct. |
| ☐ | Say that the information is "off the record" and will be disseminated later. |
| ☒ | Say "I don't know" and promise to provide the information later. |
| ☐ | Say "no comment," rather than look like you don't know. |



Question # 27 of 30 (Start time: 06:11:08 PM, 14 July 2020)

While using TV monitors for Presentation, use at least _____ screen.

Select the correct option

☐	14 inch
☐	21 inch
☒	30 inch
☐	48 inch



MCM401:Grand Quiz

Question # 28 of 30 (**Start time: 06:11:47 PM, 14 July 2020**)

Which of the following term refers the people who sell your products or service?

Select the correct option

☒	Trade
☐	Buyers
☐	Users
☐	Server



Question # 29 of 30 (Start time: 06:12:29 PM, 14 July 2020)

What are the don'ts of writing good press release?

Select the correct option

- | | |
|----------------------------------|---------------------------------|
| ☐ | Don't use superlatives |
| ☐ | Don't use vague generalizations |
| ☐ | Don't use clichés |
| ☒ | All of the given options |



MCM401:Grand Quiz

Question # 30 of 30 (**Start time: 06:13:03 PM, 14 July 2020**)

Byline refers to:

Select the correct option

☐	The reporter's name, usually at the beginning of a story.
☐	The area or subject that a reporter regularly covers.
☒	Text printed below a picture used to describe it.
☐	Main text of a story.