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Best of luck!

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MCM401 - Fundamentals of Public Relations (Quiz no. 2) **Quiz Start Time: 11:50 PM, 12 December 2022**

Question # 8 of 10 (Start time: 11:57:46 PM, 12 December 2022) **Total Marks:** 1

Identify the 'C' described in the given statement amongst the 7C's of PR.
"Message must be put in simple words".

Select the correct option

- (●) Clarity
- ( ) Context
- ( ) Credibility
- ( ) Channels

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MCM401 - Fundamentals of Public Relations (Quiz no. 2)

Quiz Start Time: 11:50 PM, 12 December 2022

Question # 9 of 10 (Start time: 11:58:27 PM, 12 December 2022)

Total Marks: 1

PR should be ---------- in the effort to enhance goodwill.

Select the correct option

- Negative
- Offensive
- Positive
- Defensive

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MCM401 - Fundamentals of Public Relations (Quiz no. 1) **Quiz Start Time: 07:31 PM, 06 December 2022**

Question # 3 of 10 (Start time: 07:33:38 PM, 06 December 2022) **Total Marks:** 1

The University Book Shop selects 200 of its more than 8,000 customers to participate in a study on service quality in the shop. The Book Shop has established a _____ for use in its research.

Select the correct option

- Population
- Dependent grouping
- Field setting
- Sample

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MCM401 - Fundamentals of Public Relations (Quiz no. 1)

Quiz Start Time: 07:31 PM, 06 December 2022

Question # 4 of 10 (Start time: 07:34:38 PM, 06 December 2022)

Total Marks: 1

Which of the following is known as a planned & sustained effort to establish and maintain mutual understanding between an organization & its publics?

Select the correct option

- Advertising
- Public Relations
- Sales promotion
- Propaganda

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MCM401 - Fundamentals of Public Relations (Quiz no. 2) Quiz Start Time: 11:50 PM, 12 December 2022

Question # 10 of 10 (Start time: 11:59:07 PM, 12 December 2022) Total Marks: 1

Advertising in PR is:

Select the correct option

- Essential to publish a house journal
- Essential to create relationship
- Essential to the sale of vast quantities of goods produced
- Not essential in anyway

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MCM401 - Fundamentals of Public Relations (Quiz no. 1)

Quiz Start Time: 07:31 PM, 06 December 2022

Question # 1 of 10 (Start time: 07:31:39 PM, 06 December 2022)

Total Marks: 1

Which of the following is a short piece of text under a picture in a newspaper, which describes the picture or explains what the people in it are doing or saying?

Select the correct option

- Byline
- Index
- Print line
- Caption

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MCM401 - Fundamentals of Public Relations (Quiz no. 1) **Quiz Start Time: 07:31 PM, 06 December 2022**

Question # 8 of 10 (Start time: 07:37:40 PM, 06 December 2022) **Total Marks:** 1

Personal letters, direct correspondence, mailing information all are examples of:

Select the correct option

- (●) Direct Mails
- ( ) House Journals
- ( ) Exhibitions
- ( ) Press Releases

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MCM401 - Fundamentals of Public Relations (Quiz no. 1) Quiz Start Time: 07:31 PM, 06 December 2022

Question # 7 of 10 (Start time: 07:37:08 PM, 06 December 2022) Total Marks:

Company newsletters fall in the category of:

Select the correct option

- Newspapers
- Radio
- Magazines
- House journal

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MCM401 - Fundamentals of Public Relations (Quiz no. 1)

Quiz Start Time: 07:31 PM, 06 December 2022

Question # 2 of 10 (Start time: 07:32:18 PM, 06 December 2022)

Total Marks: 1

All are examples of PR publics EXCEPT:

Select the correct option

- Employees
- Distributors
- News reporter
- The Community

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MCM401 - Fundamentals of Public Relations (Quiz no. 2) **Quiz Start Time: 11:50 PM, 12 December 2022**

Question # 6 of 10 (Start time: 11:55:58 PM, 12 December 2022) **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

- ○ Sales promotion
- ○ Public relations
- ● Advertising
- ○ Personal selling

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