



Dr.G.R.Damodaran College of Science

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II MJMC MASTER OF JOURNALISM AND MASS COMMUNICATION [2016 – 2018]
SEMESTER III

ELECTIVE III: GLOBAL PUBLIC AND CORPORATE RELATIONS – 364W2
Multiple Choice Questions.

1. _____ is the process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture.

- A. Public relation
- B. Globalization
- C. Industrialization
- D. Socialization

ANSWER: B

2. Corporate Giants was coined by _____.

- A. Charles Taze Russell
- B. David held
- C. Roland Robinson
- D. Martin Albrow

ANSWER: A

3. The journalist Thomas L. Friedman popularized the term _____ arguing that globalized trade, outsourcing, supply-chaining, and political forces had permanently changed the world, for better and worse.

- A. Flat world
- B. Round world
- C. Tragic world
- D. Economic world

ANSWER: A

4. _____ refers to the transmission of ideas, meanings and values across national borders.

- A. Cultural Globalization
- B. Political Globalization
- C. Economic Globalization
- D. Globalization

ANSWER: A

5. Which country ranks first position in KOF index globalization _____.

- A. Austria
- B. Belgium
- C. Hungary
- D. Singapore

ANSWER: B

6. The Committee have been informed that the new Industrial Policy announced in July _____.

- A. 1990
- B. 1991
- C. 1992
- D. 1993

ANSWER: B

7. _____ has played in the rapid economic growth of most of the Southeast Asian countries and most notably China.

- A. Foreign Marketing Management
- B. Direct Investment
- C. Economic crisis
- D. Foreign Polices

ANSWER: B

8. Indian economy was in deep crisis in July 1991, when foreign currency reserves had plummeted to almost _____ billion.

- A. \$3
- B. \$2.5
- C. \$ 2
- D. \$1

ANSWER: D

9. _____ in modern monetary policy is a reduction in the value of a currency with respect to those goods, services or other monetary units with which that currency can be exchanged.

- A. Globalization
- B. Dollarization
- C. Privatization
- D. Devaluation

ANSWER: D

10. The first step towards globalization was taken with the announcement of the devaluation of Indian currency by _____ percent against major currencies in the international foreign exchange market.

- A. 18-19
- B. 19-20
- C. 18-20
- D. 18-21

ANSWER: A

11. Indian Economy experienced a GDP growth of 9.0 percent during 2005-06 to _____ percent during 2006-07.

- A. 9.4
- B. 9.3
- C. 9.2
- D. 9.1

ANSWER: A

12. Over the past decade FDI flows into India have increased _____ advancement.

- A. International
- B. Technology
- C. Currency
- D. National

ANSWER: B

13. By 2025 the India's economy is projected to be about _____ per cent the size of the US economy.

- A. 10
- B. 30
- C. 40
- D. 60

ANSWER: D

14. 14. The transformation into a tri-polar economy will be complete by _____ with the Indian

economy only a little smaller than the US economy but larger than that of Western Europe.

- A. 2020
- B. 2035
- C. 2040
- D. 2050

ANSWER: B

15. Adoption of Globalization and liberalization principles has widened the horizon of _____ Consumers worldwide.

- A. Chinese
- B. Indian
- C. Japanese
- D. Foreign

ANSWER: B

16. The BRIC report reflects considerable confidence in the future of the Indian economy, though it is necessary to see the fine print to realize that while India would be a super power in _____.

- A. 2020
- B. 2035
- C. 2040
- D. 2050

ANSWER: D

17. _____ is the world's leading receiver of remittances, claiming more than 12% of the world's remittances in 2007.

- A. China
- B. India
- C. Austria
- D. Japan

ANSWER: B

18. _____ has witnessed a major boom and is one of the major contributors to both employment and national income in recent times.

- A. Indian Service Sector
- B. Foreign Service Sector
- C. National service sector
- D. Chinese service sector

ANSWER: A

19. _____ of trade, investment and financial flows initiated in the nineties has progressively lowered the barriers to competition and hastened the pace of globalization.

- A. Privatization
- B. Capitalization
- C. Liberalization
- D. Globalization

ANSWER: C

20. _____ and the agricultural sector were out of focus in the strategy of globalization

- A. Urban economy
- B. Rural economy
- C. Urban -rural
- D. Foreign economy

ANSWER: B

21. Bilateral aid _____.

- A. Is technical aid given by IMF
- B. Is given directly by one country to another
- C. Is aid with repayment in inconvertible currency

D. Is a loan at bankers' standards
ANSWER: B

22. Which of the following market dominance strategy involves less risk of competitive attacks?
A. Challengers.
B. Leaders.
C. Followers.
D. Nichers.

ANSWER: C

23. Which of the following statement is correct?

A. In terms of income per capita, poor countries have become poorer, rich countries have grown richer over the last two centuries.

B. Income inequality between countries has increased if we weigh growth rates by population numbers

C. Income inequality has increased over the last two centuries if we measure this by the inequality between the poorest and the richest citizen of the world

D. Openness is not a sufficient condition for high growth in developing countries.

ANSWER: D

24. Aggressive selling is a characteristic of which of the following concept of marketing?

A. Production concept.

B. Marketing concept.

C. Selling concept.

D. Product concept.

ANSWER: C

25. Which of the following has been the main driver to the globalization of business?

A. The higher standards of living in the U.S. and Europe.

B. Technology.

C. The NAFTA trade agreement.

D. The increasing ethnic diversity within countries.

ANSWER: B

26. Countries with chronic balance of payments deficits eventually need to borrow abroad, often from the _____ as the lender of last resort.

A. U.S

B. OECD

C. IMF

D. OPEC

ANSWER: C

27. Countries such as _____, that failed to adjust to a persistent external disequilibrium, were more vulnerable to poverty, displacement, and even war.

A. Japan and Korea

B. Brazil and Argentina

C. Algeria and Yugoslavia

D. Singapore and Malaysia

ANSWER: C

28. In 1979-80, China first created _____ for foreigners to set up enterprises, hire labor, and import duty free goods for processing and re exporting.

A. special economic zones

B. liberalized trade monopoly zones

C. economic union zones

D. communist free trade areas

ANSWER: A

29. Before the 1978 reforms, China had a (n) _____.

- A. Agricultural bank only
- B. Urban credit cooperatives
- C. Monobank system
- D. Housing savings banks

ANSWER: C

30. Which of the following is not a quasi public good?

- A. National defense.
- B. An automobile.
- C. Libraries.
- D. Fire protection.

ANSWER: B

31. State owned enterprises (soes) are also called _____.

- A. centralized firms
- B. government oligopolies
- C. market economies
- D. public enterprises

ANSWER: D

32. A development bank based in London, which loans funds to governments of Eastern Europe and the former Soviet Union is the _____.

- A. Transitional Monetary Fund
- B. World Bank
- C. European Bank for Reconstruction and Development
- D. OECD

ANSWER: C

33. Which of the following is not a public policy to promote the private sector?

- A. Investigating development potential through scientific and market research, and natural resources surveys.
- B. Providing adequate infrastructure for public and private agencies.
- C. Creating markets, including commodity markets, security exchanges, banks, credit Facilities, and insurance companies.
- D. Increasing market monopolies and oligopolies to help producers.

ANSWER: D

34. A state planning ideology arose in IDC as a reaction to nationalist perceptions of _____.

- A. Keeping balanced budget a prime target
- B. Slow economic growth under colonial capitalism
- C. Minimizing public spending in the rural areas
- D. Western countries nation-state ideology

ANSWER: B

35. Planning in many LDCs has failed because detailed programs for the public sector have not been worked out and _____.

- A. Governments depend primarily on their colonial masters
- B. Excessive controls are used in the private sector
- C. The brain drain cost government substantially
- D. Monopolies dominate in the agricultural sector

ANSWER: B

36. India has a comparative cost advantage in _____.

- A. textiles
- B. steel
- C. iron
- D. bauxite

ANSWER: A

37. The infant industry arguments refer to a tariff designed to _____.
- A. help foreign industries establish themselves in the local market
 - B. protect young manufacturing products from foreign competition
 - C. help consumers enjoy a variety of products in the local market
 - D. provide incentives for established local manufacturing firms to venture in foreign Markets

ANSWER: B

38. Who defined the descriptors of public relation activity?

- A. James Grunig.
- B. Fernandes
- C. Mary Julie.
- D. James Austine.

ANSWER: A

39. The Organization of Petroleum Exporting Countries (OPEC) is a _____, whose members have agreed to limit output and fix prices.

- A. duopoly
- B. generalized system of tariff preferences
- C. multifiber arrangement
- D. cartel

ANSWER: D

40. Overvaluing the domestic currency relative to foreign currency will _____.

- A. discourage import substitution and exports
- B. encourage exports and discourage imports
- C. always leads to a balance of trade
- D. create a trade surplus in the local market

ANSWER: A

41. The IMF is an agency charged with providing _____.

- A. technical assistance to stock market and financial market problems
- B. loans for post-world war ii reconstruction
- C. short term credit for international balance of payments deficits
- D. bonds denominated in U.S. dollars as a loan to ldc's

ANSWER: D

42. Which country has distant from public relations and management?

- A. United states.
- B. India.
- C. Australia.
- D. Germany.

ANSWER: D

43. Which of the following is not a requirement for economic development?

- A. A temperate climate.
- B. Natural resources.
- C. An adequate capital base.
- D. Technological advance

ANSWER: A

44. What is gross domestic product (GDP)?

- A. Income earned through foreign exchange.
- B. The number of dollars earned in industry.
- C. Income earned within a countrys boundaries.
- D. Goods received from the nations local residents

ANSWER: C

45. Industrialization is _____.

- A. causing development
- B. positively related to development
- C. inversely related to development
- D. inhibits development

ANSWER: B

46. Dual economies are countries _____.

- A. with double capital and labor
- B. with a modern manufacturing sector as well as traditional agriculture sector
- C. that specialize in labor-intensive products more than capital-intensive products
- D. with foreign-owned and domestically-owned capital

ANSWER: B

47. A dual economy is distinguished from other economies by having _____.

- A. an industrial sector and a manufacturing sector
- B. a traditional agricultural sector and a modern industrial sector
- C. state ownership of the means of production
- D. an industrial sector that concentrates on manufacturing and construction

ANSWER: B

48. The low-income economies generally have the following except _____.

- A. deficient infrastructures
- B. low life expectancies
- C. low savings
- D. a per capita GNP of more than \$900

ANSWER: D

49. The following statements are true about informal sector except _____.

- A. uses no mechanical power
- B. may be enterprises with less than 10 workers
- C. production is capital-intensive
- D. uses family workers

ANSWER: C

50. Which of the following was not a classical economist?

- A. Adam Smith.
- B. Thomas R. Malthus.
- C. John Stuart Mill.
- D. John Maynard Keynes.

ANSWER: D

51. Karl Marx's historical materialism views were shaped by all of the following except _____.

- A. the french revolution
- B. the rise of industrial and capitalist production
- C. political and labor revolts
- D. a growing spiritual rationalism

ANSWER: D

52. OECD stands for _____.

- A. Organization for Economic Cooperation and Development
- B. Oil Exporting Countries Development
- C. Organization for Environmental Cooperative Department Organization for Environmental Cooperative Department
- D. Open Economies Caucus on Development

ANSWER: A

53. The essential difference between capitalism and socialism is that _____.

- A. Capitalism exploits the worker and socialism exploits the property owner
- B. Capitalism relies on the market to make economic decisions and socialism Uses central planning
- C. Capitalism grows through rent seeking and socialism grows through government Direction
- D. Capitalism relies on consumer satisfaction to dictate choices and socialism relies on producer satisfaction

ANSWER: B

54. The ultimate effect of the invisible hand of Adam Smith is that, in a competitive Economy, everyone _____.

- A. benefits if each acts in his/her own interest
- B. will increase their profits in a free market
- C. should act to maximize economic growth
- D. should act to promote the public interest

ANSWER: A

55. Which of the following is not true about most farmers in LDCs?

- A. The staple crop is the chief source of food.
- B. Labor is underutilized except for planting and harvesting seasons.
- C. On the traditional farm, output is always greater than consumption.
- D. Cultivators farm only as much land as their families can work without hired labor.

ANSWER: C

56. Which of the following is NOT a cause of food insecurity, according to Nic Maunder, a specialist on Ethiopia?

- A. War and bad governance.
- B. Corruption and mismanagement.
- C. Poor roads.
- D. Aid from developed nations.

ANSWER: D

57. Amartya K. Sen emphasizes that having enough to eat depends on _____.

- A. Society's system of entitlement
- B. An egalitarian income distribution
- C. Low poverty rates
- D. Society's high Gini concentration

ANSWER: A

58. Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States are _____.

- A. G-7 countries
- B. countries with highest productivity growth in the world since 1960
- C. countries with decreasing tfp growth since 1990s
- D. countries with the lowest information technology equipment and software index prices

ANSWER: A

59. An example of external diseconomies is _____.

- A. scholarship for technical education
- B. R&D in robotics
- C. a new drug to cure aids
- D. environmental pollution

ANSWER: D

60. Which of the following is not a natural public monopoly?

- A. Mobile phone.
- B. Electricity.
- C. Water supply.
- D. Postal service.

ANSWER: A

61. NWICO stands for _____.
- A. New World Information and Continent Organization
 - B. New world Integration and Communication Organization
 - C. New World Information and Communication Order
 - D. New World intelligence and Communication Order

ANSWER: C

62. The debates on NWICO were related to _____.
- A. remove the media restrictions
 - B. remove global imbalances in communication
 - C. favouring media monopoly
 - D. allotting more funds to media in developed countries

ANSWER: B

63. Macbride Commission was created by _____.
- A. WHO.
 - B. UNESCO.
 - C. UNCTAD.
 - D. UNSC.

ANSWER: B

64. Which of the following statement is true?
- A. Four major news agencies controlled over 80% of global news flow.
 - B. Balanced flow of mass media from the developed world to the 3rd world.
 - C. Developing countries controlled almost 90% of the radio spectrum
 - D. Fair division of the radio spectrum among the countries.

ANSWER: A

65. Macbride report was also known as _____.
- A. One voice
 - B. Many voices
 - C. Many voices one world
 - D. One voice one world

ANSWER: C

66. When was the ministry of disinvestment formed?
- A. 1999
 - B. 2000
 - C. 2001
 - D. 2002

ANSWER: A

67. Under which Indian Prime Minister was guideline for disinvestment framed?
- A. Chandrashekar.
 - B. V.P. Singh.
 - C. Rajiv Gandhi.
 - D. P.V Narashima Rao.

ANSWER: A

68. When did the World Bank started to function?
- A. 1942
 - B. 1944
 - C. 1946
 - D. 1956

ANSWER: B

69. What was the earlier name of World Bank?

- A. International Bank for Reconstruction and Development.
- B. International Bank.
- C. NABARD.
- D. Global Aid Bank.

ANSWER: A

70. Expansion of BPO is _____.

- A. Business Portfolio Outsourcing
- B. Business process Outsourcing
- C. Business Protocol Organization
- D. Brand Positioning System.

ANSWER: B

71. Banks were nationalized in the year _____.

- A. 1975
- B. 1969
- C. 1978
- D. 1967

ANSWER: B

72. Which of the following perspectives of globalization is most likely to reflect the views of economists?

- A. The rise of global culture and global media.
- B. The emergence of global conflicts and global institutions.
- C. The decline of sovereignty of the nation state.
- D. The growth of international trade and the increase in international trade flows.

ANSWER: D

73. _____ is used to describe the increasing geographical relocation of production processes on a global scale by multinationals.

- A. Modularization
- B. Deep integration
- C. Hyper globalists
- D. Transformation lists

ANSWER: B

74. Whilst recognizing that globalization is a powerful force, they admit that there is considerable as to what the outcomes of globalization might be _____.

- A. deep integration
- B. juxtaposition
- C. modularization
- D. transformation lists

ANSWER: D

75. _____ see globalization as inevitably resulting in global capitalism, global governance and global civilization.

- A. Hyper globalists
- B. Modularization
- C. Transformation lists
- D. Juxtaposition

ANSWER: B

76. A form of protection which is often used to protect the agricultural sector in EU countries is _____.

- A. Tariffs on imports
- B. Public sector contracts
- C. Exchange controls
- D. Voluntary export restraints

ANSWER: A

77. A situation where any advantage given by one member of the WTO to another member must be extended to all WTO members is _____.

- A. The excessive invoicing principle
- B. The most favored nation principle
- C. The trade diversion principle
- D. The intra-regional principle

ANSWER: B

78. A situation where countries export a product at a price below the cost of its production is _____.

- A. Price skimming
- B. Dumping
- C. New protectionism
- D. Full cost pricing

ANSWER: B

79. A protectionist measure whereby members of a regional trading bloc agree to impose an identical rate of protection on all goods imported from non-member countries.

- A. Common external tariff.
- B. Non-tariff agreement.
- C. VER agreements.
- D. Technological standards control.

ANSWER: A

80. Which one of the following countries is not a high-income country?

- A. Germany.
- B. The United Kingdom.
- C. Canada.
- D. Mexico

ANSWER: D

81. The Bretton Woods conference was attended by _____.

- A. U.S, U.S.S.R, China
- B. U.S, U.S.S.R, China, France
- C. U.S, U.S.S.R, China, France, Germany
- D. U.S, U.S.S.R, China, France, U.K

ANSWER: D

82. Which of the following countries are not newly industrialized countries?

- A. Taiwan.
- B. North Korea.
- C. Singapore.
- D. Hong Kong.

ANSWER: B

83. Of the world's population, _____ Percentage of people lives in developing countries?

- A. Approximately 35%
- B. Approximately 80%
- C. Nearly 10 billion people
- D. Less than 1 billion people

ANSWER: B

84. Which of the following characteristics are most likely found in developing countries?

- A. High population growth rates.
- B. Large number of people living in poverty.
- C. Very traditional methods of agricultural production.
- D. High population growth, poverty and traditional agro practices.

ANSWER: D

85. Which of the following could not be considered a major economic system?

- A. Capitalism.
- B. Communism.
- C. Socialism.
- D. Physical quality of life index.

ANSWER: D

86. All of the following are high-income countries except _____.

- A. United Kingdom
- B. Singapore
- C. Japan
- D. Hungary

ANSWER: D

87. One classification of development levels used by the World Bank divides countries into three groups on the basis of GNP per capita. They are _____.

- A. NIC, OPEC and G7
- B. Low-income, middle-income and high-income
- C. Southeast, Northeast and Southwest
- D. Asia, America and Europe

ANSWER: B

88. The World Bank's GNP per capita classification for low-income, middle-income and high income countries respectively is _____.

- A. less than \$900, \$900-\$9,000 and more than \$9,000
- B. less than \$5,000, \$5,000-\$15,000 and more than \$15,000
- C. less than \$100, \$100-\$1,000 and more than \$1,000.
- D. less than \$50,000, \$50,000-\$150,000 and more than \$150,000

ANSWER: B

89. Expansion of OPEC is _____.

- A. Organization of Petroleum Exporting Countries
- B. Organization of Pre-European Commission
- C. Oil Producing Economies Caucus
- D. Organization of Problematic Economies Committee

ANSWER: A

90. Economic development refers to _____.

- A. economic growth
- B. economic growth plus changes in output distribution and economic structure.
- C. improvement in the well-being of the urban population
- D. sustainable increases in Gross National Product

ANSWER: B

91. Why has modern economic growth mainly been in western countries?

- A. A strong Catholic Church intervention in the economic decisions.
- B. An emphasis on trade restrictions.
- C. The use of the medieval economy.
- D. The rise of capitalism.

ANSWER: D

92. ASEAN refers to _____.

- A. Association of South East Asian Nations
- B. Association of South East Asian Nations
- C. Alliance of South East Asian Neighbors
- D. Alliance of South Eastern African Nations

ANSWER: B

93. MNCs can help the developing country to _____.
- A. Finance a savings gap or balance of payments deficit
 - B. Obtain foreign technology and innovative methods of increasing productivity
 - C. Generate appropriate technology by adapting existing processes
 - D. All the above

ANSWER: D

94. The first trade negotiation on GATT was held at _____.
- A. Annecy
 - B. Geneva
 - C. Paris
 - D. Torquay

ANSWER: B

95. Which of the following statement is true?
- A. WTO doesn't undermine democracy.
 - B. WTO prioritizes trade and commerce over all other values.
 - C. WTO helps third world countries.
 - D. WTO rules don't require patents for life forms.

ANSWER: B

96. Which of the following statement is true?
- A. The Kennedy round doesn't involve in progressive reduction.
 - B. Non-inclusion of agricultural as well as industrial products.
 - C. No discussion on non-tariff obstacles.
 - D. Non-reciprocity for economically less developed countries.

ANSWER: D

97. Globalization is not characterized by _____.
- A. shrinking of borders
 - B. communication revolution
 - C. era of trade wars
 - D. fair trade between developing and developed nations

ANSWER: D

98. _____ is the largest broadcaster in the world.
- A. CNN
 - B. NDTV
 - C. BBC
 - D. Radio Moscow

ANSWER: C

99. The official headquarters of the BBC is at _____.
- A. Wales
 - B. Ireland
 - C. London
 - D. Russia

ANSWER: A

100. _____ is the official international broadcasting station of the Union of Soviet Socialist Republics.
- A. Radio Moscow
 - B. Voice of Russia
 - C. Voice of America
 - D. China Radio International

ANSWER: B

101. Radio Moscow began broadcasting in _____.

- A. 1922
- B. 1917
- C. 1914
- D. 1910

ANSWER: A

102. Voice of America is the official external radio and television broadcasting service of the _____.

- A. United States federal government
- B. United States Government
- C. Russian Government
- D. Russian Federal Govt

ANSWER: B

103. The global world culture is shaped by _____.

- A. communication
- B. government
- C. trade
- D. export

ANSWER: B

104. The term parallelism of macworld is coined by _____.

- A. Charles Dabin
- B. Paul Barber
- C. Corner cambride
- D. Warner Time

ANSWER: C

105. The correct sequence for the communications planning model is as follows:

- A. Situational analysis, Objectives, Strategies, Budgeting, Implementation, Evaluation.
- B. Evaluation, Budgeting, Objectives, Situational analysis, Strategies, Implementation.
- C. Situational analysis, Objectives, Strategies, Budgeting, Implementation, Evaluation.
- D. Objectives, Strategies, Budgeting, Situational analysis, Evaluation, Implementation.

ANSWER: C

106. Firms communicate with their current and prospective customers through the promotional mix. Which of the following is not an element of the promotional mix?

- A. Public relations.
- B. Advertising.
- C. Personal selling.
- D. Price.

ANSWER: D

107. What are the benefits of comparative advertising?

- A. Allows companies to show how their products.
- B. Comparative review.
- C. Message can be tailored to focus upon key issues and competitive advantage.
- D. All of the above.

ANSWER: D

108. What factors call for more frequency in an advertising media schedule?

- A. Product is complex.
- B. Product is unknown.
- C. Product targeted towards a niche market
- D. All of the above.

ANSWER: D

109. Which of the following is an example of a non-monetary barrier to international trade?

- A. Product quality stipulation.
- B. Exchange controls.
- C. Tariff.
- D. Import duty.

ANSWER: A

110. What are the two economic factors reflect the attractiveness of a country as a potential market for investment?

- A. Political stability and a positive trade balance.
- B. Income distribution and political stability.
- C. Industrial structure and political stability.
- D. Industrial structure and income distribution.

ANSWER: D

111. The World Trade Organization (WTO) was established in 1993 to_____.

- A. ensure global free trade
- B. implementation of rulings on trademarks and intellectual property rights
- C. monitor global trade
- D. enforce the GATT rulings of 1993

ANSWER: D

112. What are the major dilemmas for consideration when marketers decide to enter into a new foreign market?

- A. The cultural make-up of the country.
- B. Repatriation of profits.
- C. Political stability of the country.
- D. Standardization or adaptation of product offering.

ANSWER: D

113. International pricing considerations will vary and fluctuate according to a number of factors. Which of the following factors would not directly influence the pricing considerations?

- A. Local management wages.
- B. Import duties.
- C. Exchange control regulations.
- D. Tariffs.

ANSWER: A

114. The adoption of a single currency within the European Market has resulted in which of the following?

- A. Reduction in price variance between member countries.
- B. Reduced consumer prices.
- C. Easier transfer of profits.
- D. Reduction in price escalation.

ANSWER: A

115. Which of the following is not a participant in the 'whole channel concept' for international marketing?

- A. Final user or buyer.
- B. Seller's headquarters organisation for international marketing.
- C. Host country's government.
- D. Channels between nations.

ANSWER: C

116. What is the mechanism used by governments to restrict its foreign exchange with other countries?

- A. Boycott.
- B. Import levies.
- C. Exchange controls.
- D. Tariffs.

ANSWER: C

117. What is a major negative impact and danger associated with having different pricing structures for different markets?

- A. Parallel importing.
- B. Profit erosion.
- C. Destabilisation of product range.
- D. Inflation.

ANSWER: A

118. What role does the World Trade Organisation (WTO) play?

- A. Imposes trade sanctions.
- B. Mediates global disputes.
- C. Champion for global trade.
- D. All of the above.

ANSWER: D

119. Who are the members of the European political and regulatory environment?

- A. The European Union.
- B. European Trade associations
- C. The EU Parliament.
- D. European regulatory bodies.

ANSWER: A

120. Which of the following is not considered a market structure?

- A. Oligopoly.
- B. Perfect competition.
- C. Monopoly.
- D. Duopoly.

ANSWER: D

121. What are two emergent marketing philosophies that are evolving within the global arena?

- A. Good citizenship and ethically considerate marketing.
- B. Corporate social responsibility for societal and ethical marketing and sustainable marketing.
- C. Global citizenship and environmentalism.
- D. Environmentally sensitive and ethically considerate marketing.

ANSWER: B

122. The headquarters of Associated Press is in _____.

- A. Sydney
- B. New York
- C. London
- D. Paris

ANSWER: B

123. The ITAR-TASS news agency was earlier known as _____.

- A. Soviet news agency
- B. Soviet TASS news agency
- C. ITAR news agency
- D. Russian news agency

ANSWER: B

124. The news agency which operates a photo service and has an electronic data bank _____.

- A. UNI
- B. REUTERS
- C. ITAR-TASS
- D. PTI

ANSWER: C

125. REUTERS is based in _____.

- A. USA
- B. UK
- C. France
- D. Italy

ANSWER: B

126. The only nationally based news service in the US is _____.

- A. Interfax
- B. Agencia EFE
- C. Kyodo News
- D. AP

ANSWER: D

127. The economic demise of UNI was in the year _____.

- A. 1991
- B. 1992
- C. 1993
- D. 1994

ANSWER: C

128. News agencies employ inverted pyramid style because _____.

- A. In order to include every possible detail
- B. For easy editing without losing the essential content
- C. For easy printing
- D. To include maximum information

ANSWER: B

129. Which of the following is a government chartered public corporation but officially a commercial business independent of the government?

- A. ITAR
- B. Kyodo news
- C. AFP
- D. REUTERS

ANSWER: C

130. Which of the following was a former financial market data provider?

- A. REUTERS
- B. AFP
- C. PTI
- D. Interfax

ANSWER: A

131. _____ is the ability to interact effectively with people of different cultures.

- A. Social competency
- B. Communication
- C. Interaction
- D. Cultural competency

ANSWER: D

132. Cultural competence is a _____ process that evolves over an extended period.

- A. developmental
- B. long
- C. instrumental
- D. technical

ANSWER: A

133. It is estimated that there are anywhere from _____ million public relations professionals globally.

- A. 4.5 to 6.5
- B. 2. 1 to 6.5
- C. 3. 2 to 4.5
- D. 4. 1 to 2.3

ANSWER: C

134. A promotional strategy that encourages the various intermediaries along the channel to stock and sell the product is called what type of strategy?

- A. Push strategy.
- B. Pull strategy.
- C. Intermediary strategy.
- D. Shove strategy.

ANSWER: A

135. Which of the following is not a disadvantage of the Internet?

- A. Demographically skewed audience
- B. Relatively low impact.
- C. High selectivity.
- D. Audience controls the exposure.

ANSWER: C

136. Critical path analysis is useful at which stage of the product development Process?

- A. Commercialization.
- B. Concept development.
- C. Beta testing.
- D. Business Analysis.

ANSWER: A

137. The decisions regarding bundling of a product are related to _____.

- A. Product
- B. Price
- C. Distribution
- D. Promotion

ANSWER: B

138. The _____ is the central instrument for directing and coordinating the marketing effort.

- A. business plan
- B. production plan
- C. market plan
- D. selling plan

ANSWER: D

139. Which of the following is an example of ancillary service?

- A. Warranty.
- B. Promotion.
- C. Labeling.
- D. Packaging.

ANSWER: A

140. Which of the following is the task of selecting an overall company strategy for long-run survival and growth?

- A. Mid-term planning.
- B. Short-term planning.
- C. Annual market planning.
- D. Strategic market planning.

ANSWER: D

141. Positive _____ relationships generate profits.

- A. customer
- B. media
- C. brand
- D. employee

ANSWER: C

142. The new _____ create new kinds of brand identity challenges and experiences.

- A. brand building
- B. brand positioning
- C. media strategy
- D. interactive Media

ANSWER: D

143. SWOT is an acronym for _____.

- A. Strengths, Weaknesses, Opinion and Threats.
- B. Strengths, Weaknesses, Opportunities and Threats.
- C. Strengths, Weaknesses, Opportunities and Thrust.
- D. Strengths, Weaknesses, Opportunities and Trust.

ANSWER: D

144. Strengths and Weaknesses are _____ under a company's control.

- A. external
- B. influencing factors
- C. economic factors
- D. internal factors

ANSWER: D

145. Opportunities and threats are _____ which the company has no control.

- A. external
- B. influencing factors
- C. economic factors
- D. internal factors

ANSWER: A

146. Threats are market place condition that reduces the _____ or attractiveness of a product.

- A. protected value
- B. product value
- C. perceived value
- D. possible value

ANSWER: C

147. Opportunities are situations in the marketplace that can _____ alter customers attitudes about the company produce.

- A. negatively
- B. positively
- C. possibility
- D. emotionally

ANSWER: B

148. A _____ is what a company stands for and represents.

- A. corporate mission
- B. corporate culture
- C. corporate identity
- D. corporate Relations

ANSWER: A

149. The total lifetime value of all the customers of a company is known as _____.

- A. brand equity
- B. customer life cycle
- C. assets
- D. customer equity

ANSWER: D

150. In many companies employees are the most important audience for _____.

- A. advertising messages
- B. marketing messages
- C. Public relation messages
- D. all communication

ANSWER: C

151. The use of marketing to address societal problems is called _____.

- A. niche marketing
- B. social marketing
- C. societal marketing
- D. guerilla Marketing

ANSWER: B

152. _____ refers to the impact of a more dominant culture on a less dominant culture.

- A. Cultural Sensitivity
- B. Cultural Imperialism
- C. Cultural Shock
- D. Cultural Excitement

ANSWER: B

153. The communication technique used to deal with internal and external public of an organization is known as _____.

- A. public relations
- B. formal communication
- C. grapevine communication
- D. group Communication

ANSWER: A

154. The use of _____ can be a sensitive cultural concern, a fact that can create serious problems for global brands that desire consistency in their brand messages.

- A. signs
- B. language
- C. color
- D. style

ANSWER: C

155. _____ is magnifying the sensitivity issue.

- A. Global media
- B. Interactive media
- C. New media
- D. Local Media

ANSWER: A

156. _____ is enduring points of view that a certain way of thinking and behaving is preferable to a different way of thinking and behaving.

- A. Culture
- B. Values
- C. Ethics
- D. Moral

ANSWER: B

157. Standardization and Localization are at opposite ends of a _____.

- A. strategy continuum
- B. brand continuum
- C. product adoption continuum
- D. adoption Continuum

ANSWER: A

158. A _____ is an international marketing communication strategy in which the same basic brand message is used in all countries.

- A. localization strategy
- B. standardization strategy
- C. internalization strategy
- D. regionalization Strategy

ANSWER: B

159. _____ are influenced by political and government policy.

- A. Economic conditions
- B. Socio cultural conditions
- C. Technological conditions
- D. Political conditions

ANSWER: A

160. _____ is not a set of rigid compartments into which ideas need to be sorted.

- A. SWOT
- B. GAP
- C. PEST
- D. ANSOFF

ANSWER: C

161. To identify the background, learning characteristics and prerequisite skills of the audience we need to carry out is _____.

- A. task analysis
- B. media analysis
- C. situational analysis
- D. audience analysis

ANSWER: D

162. Identifying environmental or organizational constraints that may have an impact on goals and multimedia design is called as _____.

- A. technology analysis
- B. media analysis
- C. situational analysis
- D. audience analysis

ANSWER: C

163. Selecting the appropriate media delivery strategy is referred to as _____.

- A. objective analysis
- B. media analysis
- C. situational analysis
- D. audience analysis

ANSWER: B

164. The process of planning to research and develop a new product as part of the company long term strategy is known as _____.

- A. future need
- B. comparative need

- C. felt need
- D. normative need

ANSWER: A

165. A crisis is unpredictable but not _____.

- A. expected
- B. unexpected
- C. felt
- D. needed

ANSWER: B

166. Characteristics of good crisis management team are _____.

- A. concern and clarity
- B. clarity and communication
- C. conflict management and stress management
- D. confidence and right decision

ANSWER: C

167. Managing post crisis needs _____.

- A. assessing effectiveness
- B. assessing employees
- C. assessing situation
- D. assessing management

ANSWER: A

168. The process of investigating the people you will be communicating with and their situation is known as _____.

- A. audience analysis
- B. PEST analysis
- C. media analysis
- D. situation analysis

ANSWER: A

169. A research method designed to gather qualitative data through a focused discussion conducted by a trained moderator is part of _____.

- A. survey method
- B. indepth interviews
- C. focus groups
- D. observation study

ANSWER: C

170. The premise of effective risk communication is _____.

- A. communicate what people not believe
- B. communicate what the organization believes
- C. communicate what they should believe
- D. communicate what people believe

ANSWER: D

171. Risk communication will suffer to the extent that the audience(s) is _____.

- A. mismanaged
- B. mislead
- C. mischaracterized
- D. mismanaged

ANSWER: C

172. A collective understanding of the organizations features presumed to be central and relatively stable and that distinguish the organization from others is termed as _____.

- A. corporate social responsibility

- B. corporate management
- C. corporate relations
- D. corporate identity

ANSWER: D

173. Investor relations primarily deals with _____ traded companies.

- A. privately
- B. non governmentally
- C. privately and publicly
- D. publicly

ANSWER: D

174. _____ is a valuable asset because it buffers firms from immediate negative reactions when unfavorable things occur.

- A. Corporate identity
- B. Corporate communication
- C. Corporate reputation
- D. Corporate responsibility

ANSWER: C

175. Never underestimate the _____ cynicism in repairing corporate reputation.

- A. government
- B. competitors
- C. consumer
- D. public

ANSWER: D

176. Maintaining a brand is vital for a corporate, it can be accomplished by _____.

- A. increasing value
- B. changing price
- C. losing focus
- D. adapting slowly

ANSWER: A

177. New technologies like the Internet fundamentally change how _____ think.

- A. PR strategist
- B. media strategist
- C. advertising strategist
- D. marketing strategist

ANSWER: A

178. A good PR campaign starts with a great _____.

- A. press kit
- B. press release
- C. PR professional
- D. PR strategy

ANSWER: B

179. A crisis always results in _____ to the organization.

- A. building image
- B. building relationship
- C. damage
- D. reputation

ANSWER: C

180. _____ is the strategic management of issues and relationships between an organization and its various constituent audiences.

- A. Corporate Communications

- B. Corporate image
- C. Corporate identity
- D. Corporate reputation

ANSWER: A

181. Corporate relations executive must have a working knowledge of _____ events to develop an effective strategy.

- A. current media
- B. current pr
- C. current business
- D. current marketing

ANSWER: C

182. The difference between projected outcome and desired outcome is of a brand by consumers is analyzed by _____.

- A. PEST analysis
- B. SWOT analysis
- C. GAP analysis
- D. Media analysis

ANSWER: C

183. The process of adjustment implies that the minority group has a culture that is different from the home and host countries are based on _____.

- A. social theory
- B. cultural theory
- C. the u curve frame work
- D. social learning theory

ANSWER: C

184. With a _____ the company can see a longer horizon of time, and be able to clarify strategic opportunities and threats that the organization faces.

- A. PEST analysis
- B. SWOT analysis
- C. GAP analysis
- D. Media analysis

ANSWER: A

185. Customer satisfaction abounds, and many consumers would like to replace their current suppliers with _____.

- A. supply side gap
- B. demand side gap
- C. market deficiencies
- D. closing gap

ANSWER: B

186. _____ involve firms that provide services that are needed, but ones that can be met elsewhere at lower prices.

- A. Supply side gap
- B. Demand side gap
- C. Market deficiencies
- D. Closing gap

ANSWER: A

187. Some organizations encourage employee blogging, many organizations do not because they fear employees might misuse employee blogs and either communicates negative information about the company or exchange _____.

- A. grapevine information
- B. embarrassing information

- C. confidential information
- D. business information

ANSWER: C

188. Internal records are an important source of information. Which of the following are not deemed as internal records?

- A. Manufacturing records
- B. Customer service records
- C. Competitor information
- D. Marketing and sales records

ANSWER: C

189. Dunn and Bradstreet is the world's largest research organization that specializes in information management and marketing intelligence. Which is one of its largest subsidiaries that are focused upon the retail industry?

- A. Homescan.
- B. Nielsen.
- C. Info Act Workstation.
- D. Key Account Scantrack

ANSWER: B

190. Which of the following is not a defined use of marketing research?

- A. To identify and define marketing opportunities and problems.
- B. To justify previous marketing decisions.
- C. To improve understanding of the marketing process.
- D. To monitor marketing performance.

ANSWER: B

191. Which of the following is not a sales forecasting method?

- A. Time series analysis.
- B. Leading indicators.
- C. Binomial regression.
- D. Time lag analysis.

ANSWER: C

192. A difference between corporate and unit objectives is _____.

- A. Unit level objectives will be set by corporate managers
- B. Multiple objectives might well be more common at the unit rather than the corporate level
- C. Corporate level objectives will be less financial
- D. Unit level objectives will be set by corporate managers

ANSWER: B

193. In a turnaround situation objectives need to be _____.

- A. Broad, so as to allow maximum flexibility.
- B. Specific, so as to focus attention on a limited number of priority requirements.
- C. Multiple, so that all business areas are addressed.
- D. Radical, to meet the dire organizational problems.

ANSWER: B

194. A mission statement is _____.

- A. A statement of the overriding direction and purpose of the organization
- B. A specific statement of the overriding strategy of the organization
- C. A description of the organizations main activities and the position it wishes to attain in its industry or sector
- D. An expression of the desired sales or profit levels

ANSWER: A

195. An organizational paradigm is _____.

- A. The dilemma facing an organization
- B. The beliefs in an organization
- C. The values in an organization
- D. A set of taken for granted assumption

ANSWER: D

196. The culture of an organization can be conceived as consisting of four layers _____.

- A. Values; beliefs; behaviors; and taken-for-granted assumptions
- B. Values; beliefs; tasks
- C. Beliefs; tasks; personalities
- D. Individual; functional; organizational

ANSWER: A

197. Which of the following is NOT an influence on organizational purposes?

- A. Minor stakeholders.
- B. Business ethics.
- C. Corporate governance.
- D. The organizational mission.

ANSWER: D

198. The governance framework determines _____.

- A. Whom the organization is there to serve
- B. Whom the organization is there to serve and how the purposes and priorities of the organization should be decided
- C. The legal framework for the administration of the organization
- D. The regulatory framework in which the organization operates

ANSWER: B

199. The main purpose of corporate governance is _____.

- A. To separate ownership and management control of organizations
- B. To maximize shareholder value
- C. To separate ownership and management control of organizations and to make organizations more visibly accountable to a wider range of stakeholder
- D. To ensure that regulatory frameworks are adhered to

ANSWER: C

200. Stakeholders are the individuals or groups who _____.

- A. Depend on the organization to fulfill their own goals and on whom the organization depend
- B. Are shareholders in key competitors
- C. Dominate the strategy development process in an organization
- D. Determine operational issues

ANSWER: A

201. The purpose of stakeholder mapping is to _____.

- A. Outline policies on stakeholder relationships
- B. Geographically locate different stakeholders
- C. Identify stakeholder power
- D. Identify stakeholder interest and power

ANSWER: D

202. Where a stakeholder has a high level of interest in the development of an organization, but a low level of power, strategists or managers should _____.

- A. Keep these stakeholders informed
- B. Keep these stakeholders informed and satisfied
- C. Expend minimal effort on these stakeholders
- D. Treat these stakeholders as key players

ANSWER: A

203. An indicator of power held by external stakeholders is _____.

- A. The organizational perception of the status of an external party
- B. Negotiating skills
- C. Personal relationship with a key decision-maker
- D. Mutual resource dependency

ANSWER: A

204. Ethical issues concerning business and public sector organizations exist in _____ levels.

- A. Macro; Corporate; Individual
- B. Corporate; Business; Functional
- C. Corporate; Functional; Individual
- D. Business; Family; Individual

ANSWER: A

205. An ethical stance is the extent to which _____.

- A. An organization meets the expectations of its stakeholders
- B. An organization will exceed its minimum obligations to stakeholders and society at large
- C. An organization meets regulatory requirements
- D. An organization respects the dominant religious beliefs of the country in which it operates

ANSWER: B

206. Corporate social responsibility concerns _____.

- A. How an organization meets the expectations of its stakeholders
- B. The behavior of individual managers
- C. External stakeholder relationships
- D. The ways in which an organization exceeds its minimum required obligations to stakeholders

ANSWER: D

207. Online media helps a PR with more online presence and _____.

- A. brand awareness
- B. online traffic
- C. corporate identity
- D. corporate responsibility

ANSWER: A

208. Universalism is also called as _____.

- A. utilitarianism
- B. categorical imperative
- C. moral ethics
- D. virtue ethics

ANSWER: B

209. An individual evaluate an act as right or wrong is termed as _____.

- A. Utilitarianism
- B. Moral ethics
- C. Relativism
- D. Universalism

ANSWER: C

210. The basic goal or objective of marketing research is to assess and recognize how the varying rudiments of the marketing mix affect _____.

- A. consumer behavior
- B. buying decision
- C. consumer segmentation
- D. brand building

ANSWER: A

211. Cultivating opinion leaders and getting them to spread information about a product or service to

others in their communities is known as _____.

- A. consumer marketing
- B. direct marketing
- C. buzz marketing
- D. enlightened marketing

ANSWER: C

212. When marketing practices are criticized for reducing competition, the criticism falls under which general area of societal marketing issues?

- A. Marketing's impact on the company.
- B. Marketing's impact on other businesses.
- C. Marketing's impact on the individual.
- D. Marketing's impact on society as a whole.

ANSWER: B

213. While writing a blog for an organization as a PR, one should keep _____ in mind.

- A. reader
- B. consumers
- C. employees
- D. employer

ANSWER: A

214. Which of the following is not considered part of the carefully blended mix of promotion tools?

- A. Direct marketing.
- B. Advertising.
- C. Sales promotion.
- D. Relationship marketing.

ANSWER: D

215. Compared to other marketing communications tools, PR is the _____.

- A. Worst for generating trust and confidence
- B. Worst to create awareness
- C. Best for generating trust and confidence
- D. Best to create awareness

ANSWER: C

216. Which set of characteristics most accurately describe PR?

- A. High cost, low credibility, high control.
- B. High cost, high credibility, low control.
- C. Low cost, low credibility, high control.
- D. Low cost, high credibility, low control.

ANSWER: D

217. Audiences for Public Relations are _____.

- A. Suppliers
- B. Employees
- C. Local Authorities
- D. Financial groups

ANSWER: C

218. MPR stands for _____.

- A. Merged Public Relations
- B. Marketing Public Relations
- C. Multiple Public Relations
- D. Media public relation

ANSWER: B

219. CRM stands for _____.

- A. Cause Related Marketing
- B. Customer Response to Marketing
- C. Charitable Reasons for Marketing
- D. Channel related marketing

ANSWER: A

220. Corporate advertising concentrates on _____.

- A. Brand personality
- B. Recruitment
- C. Organisational personality
- D. Product personality

ANSWER: C

221. There several phases associated with a crisis, generally these are identified as _____.

- A. Signalling, Impact and Realignment
- B. Measuring, Determining, Action and Coping.
- C. Scanning, Impact, Adjustment and Prevention
- D. Scanning, Pre impact, Impact and Readjustment

ANSWER: D

222. The reasons for using Corporate Advertising do not include _____.

- A. During change and transition
- B. For product support
- C. Repositioning
- D. Arranging finance for mergers

ANSWER: D

223. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____.

- A. advertising
- B. personal selling
- C. sales promotion
- D. publicity

ANSWER: C

224. In general, the single-voice, or synergy principle, involves selecting a specific _____ for a brand.

- A. positioning statement
- B. marketing mix
- C. pricing strategy
- D. advertising budget

ANSWER: A

225. The premise underlying demographic targeting is that people who _____ also share demographic and lifestyle similarities.

- A. are in the same income category
- B. reside in similar areas
- C. are of the same age
- D. are of the same gender

ANSWER: B

226. According to the HEM, consumer behavior is seen as _____.

- A. Rational
- B. highly cognitive
- C. Emotional
- D. Systematic

ANSWER: C

227. By definition, _____ simply means that consumers come in contact with the marketer's

message.

- A. Perception
- B. Exposure
- C. Attention
- D. Comprehension

ANSWER: B

228. Marketers can enhance the consumers' ability to access knowledge structures by _____.

- A. using loud music
- B. using colorful ads
- C. employing verbal framing
- D. repeating brand information

ANSWER: C

229. Margaret Stephens notices the television commercial because of the loud sounds. This is an example of _____.

- A. exposure
- B. involuntary attention
- C. nonvoluntary attention
- D. voluntary attention

ANSWER: B

230. Attitudes toward a brand result from a combination of _____ attitude-formation processes.

- A. primary and secondary
- B. linear and non-linear
- C. associative and non-associative
- D. central- and peripheral-route

ANSWER: D

231. Another term for public relations is _____.

- A. Corporate Management
- B. Corporate Communications
- C. Public Reception
- D. Human Resources Management

ANSWER: B

232. _____ is a negative term used to describe someone working in the public relations field.

- A. Press agent
- B. Strategist
- C. Flack
- D. Layperson

ANSWER: C

233. A(n) _____ is typically more objective than a public relations practitioner.

- A. advertising executive
- B. journalist
- C. sales representative
- D. marketing Director

ANSWER: B

234. In the conceptualization of public relations as a cyclical process, _____ leads to the assessment of the program.

- A. feedback/ audience response
- B. research
- C. communication
- D. programming/ Planning

ANSWER: A

235. Who first articulated the acronym RACE used to describe the public relations process?

- A. James Grunig.
- B. John Marston.
- C. Dennis Wilcox.
- D. DonSchulz.

ANSWER: B

236. The research step of the public relations process can be described as _____.

- A. The execution phase of a public relations process
- B. The discovery phase of the problem-solving process
- C. The strategy phase of a problem-solving process
- D. The measurement of how effectively and efficiently a public relations effort met the organization's goal

ANSWER: B

237. The term public relations was first used in 1897 by _____.

- A. the association of american railroads
- B. the American Steel Association
- C. AT&T
- D. Westing house Corporation

ANSWER: A

238. There are four classic models of public relations used to define how public relations have evolved over the years. The four classic models are _____.

- A. Persuasion, Public Information, Two-Way Asymmetrical, Two-Way Symmetrical
- B. Publicity, Public Information, One-Way Symmetrical, Two-Way Symmetrical
- C. Reputation Management, Public Information, One-Way Symmetrical, Two-Way Symmetrical
- D. Publicity, Public Information, Two-Way Asymmetrical, Two-Way Symmetrical

ANSWER: A

239. What trend in public relations says that public relations personnel are now expanding their communication tools to account for the fact that no single mass media, or combination of them will be a good vehicle for reaching key publics?

- A. The advent of transparency.
- B. New directions in mass media.
- C. Increased emphasis of financial relations.
- D. Managing the 24/7 news cycle.

ANSWER: B

240. The letters "APR" listed after someone's name denote is _____.

- A. Association of Public Relations.
- B. Accountability in Public Relations.
- C. Accredited in Public Relations.
- D. American Public Relations.

ANSWER: C

241. Human Resource Management is primarily concerned with _____.

- A. sales
- B. dimensions of people
- C. external environment
- D. cost discipline

ANSWER: B

242. Human Resource Management aims to maximize employees as well as Organizational _____.

- A. effectiveness
- B. economy
- C. efficiency
- D. performativity

ANSWER: A

243. The material wealth of a society is equal to the sum of _____.

- A. all financial assets
- B. all real assets
- C. all financial and real assets
- D. all physical assets

ANSWER: B

244. Money market funds were a financial innovation partly inspired to circumvent _____.

- A. Regulation B, which is still in existence.
- B. Regulation D.
- C. DIDMCA .
- D. Regulation Q, which is no longer in existence.

ANSWER: D

245. _____ are examples of financial intermediaries.

- A. Commercial banks
- B. Insurance companies
- C. Investment companies
- D. All of the above

ANSWER: D

246. Firms that specialize in helping companies raise capital by selling securities are called _____.

- A. commercial banks
- B. investment banks
- C. savings banks
- D. credit unions

ANSWER: B

247. Important trends changing the contemporary investment environment are _____.

- A. globalization
- B. securitization
- C. information and computer networks
- D. all of the above

ANSWER: D

248. The means by which individuals hold their claims on real assets in a well developed economy are _____.

- A. investment assets
- B. financial assets
- C. derivative assets
- D. depository assets

ANSWER: B

249. SWOT stands for _____.

- A. Strengths, Weaknesses, Opportunities & Threats
- B. Stands, Worths, Orthodox & Traditional
- C. Supports, Whims, Observance & Traits
- D. None of the above

ANSWER: A

250. The process of creating a unique identity for a product is called _____.

- A. branding
- B. publishing
- C. launching
- D. promotion

ANSWER: A

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