Indian Institute of Creative Skills

Sample Entrance Exam Paper
Course: Digital PR & Journalism
Total Marks: 50

Section A: Multiple Choice Questions (50 Marks)

1. What is the main purpose of a press conference in PR?
   a) Promote internal communication
   b) Deliver confidential information
   c) Address media with important announcements
   d) Handle customer complaints

2. Which of the following is a core responsibility of a journalist?
   a) Persuade public opinion
   b) Report facts objectively
   c) Promote advertisements
   d) Entertain the masses

3. The phrase "media convergence" refers to:
   a) Reduced internet access
   b) The death of print media
   c) Integration of various media platforms
   d) Public speaking events

4. Which of these is NOT a PR tool?
   a) Press release
   b) Billboards
   c) Media kit
   d) Press conference

5. "Crisis communication" in PR refers to:
   a) Launching a new product
   b) Managing reputation during a controversy
   c) Planning ad campaigns
   d) Expanding customer base

6. Which of these is an example of investigative journalism?
   a) Daily weather report
   b) Celebrity gossip
   c) Exposing corruption in public offices
   d) Movie reviews

7. A "boilerplate" in a press release is:

    a) A legal disclaimer

    b) A short summary about the organization

    c) The headline

    d) The media contact info

8. What is the significance of embargo in media relations?

    a) Blocks reporters from attending events

    b) Sets a release time for a news story

    c) Prevents duplicate reporting

    d) Keeps stories unpublished indefinitely

9. Which of these best defines "pitching" in PR?

    a) Writing reports

    b) Measuring brand equity

    c) Reaching out to journalists with a story idea

    d) Organizing internal meetings

10. Which one is an example of paid media?

    a) Customer reviews

    b) Social shares

    c) Sponsored Instagram post

    d) News article written without payment

11. A good headline should be:

    a) Confusing and long

    b) Clear and engaging

    c) Vague and poetic

    d) Always use technical jargon

12. What is the "lead" in journalism?

    a) A backup story

    b) The last paragraph

    c) The opening paragraph summarizing the story

    d) A caption under an image

13. What does the term "spin" mean in PR?

    a) Telling the truth as it is

    b) Presenting facts in a favourable way

    c) Ignoring the media

    d) Criticizing the opposition

14. One key feature of public relations campaigns is:

    a) Two-way communication

b) One-sided persuasion

c) Hidden agenda

d) Product selling

15. A "media advisory" is typically used to:

a) Invite media to an event

b) Announce a product

c) Train journalists

d) Monitor feedback

16. The watchdog role of the media refers to:

a) Holding authorities accountable

b) Promoting entertainment

c) Tracking ad performance

d) Providing lifestyle content

17. A "beat reporter" is someone who:

a) Works freelance

b) Covers a specific subject area regularly

c) Edits feature stories

d) Designs front pages

18. Which format is typically used in a news article?

a) Abstract–Conclusion

b) Inverted pyramid

c) Chronological poetry

d) Flowchart

19. What's a "soundbite" in broadcast journalism?

a) Sound effects used in podcasts

b) A short, impactful audio clip from a speech

c) Jingles for ads

d) Recorded background noise

20. The term "stakeholders" in PR refers to:

a) Only customers

b) All parties affected by the organization

c) Board of directors

d) Government regulators only

21. Which of the following is NOT a journalism ethics principle?

a) Sensationalism

b) Truthfulness

c) Fairness

d) Accountability

22. "Citizen journalism" involves:

    a) Only registered journalists

    b) Ordinary people reporting news using digital platforms

    c) News anchors

    d) Academic researchers

23. What is the main goal of media monitoring in PR?

    a) Design brand logos

    b) Track coverage and public sentiment

    c) Create advertisements

    d) Control the internet

24. What is a tabloid known for?

    a) Scientific research

    b) Sensational stories and celebrity gossip

    c) Policy updates

    d) Only rural news

25. What's the most effective way to measure PR success?

    a) Product sales

    b) Number of events

    c) Media coverage and audience engagement

    d) Website design

26. Which of the following is a journalism genre?

    a) Branding

    b) Investigative

    c) Packaging

    d) Retailing

27. A "call to action" in media writing prompts the reader to:

    a) Take a specific step

    b) Stop reading

    c) Reflect silently

    d) Contact the editor

28. Who among the following is a renowned Indian journalist?

    a) Shahrukh Khan

    b) Ravish Kumar

    c) Kiran Mazumdar Shaw

    d) Ranveer Singh

29. What is the main purpose of an editorial?

   a) Publish advertisements

   b) Express the newspaper's opinion

   c) Present breaking news

   d) List classifieds

30. A key aspect of brand custodianship is to:

   a) Change the logo frequently

   b) Maintain brand reputation and identity

   c) Sell discounted products

   d) Operate the company's finances

31. What is a key benefit of digital PR over traditional PR?

   a) Higher printing costs

   b) Real-time interaction and feedback

   c) More billboard visibility

   d) Limited audience targeting

32. SEO in digital PR stands for:

   a) Standard Email Outreach

   b) Search Editorial Output

   c) Search Engine Optimization

   d) Secure Electronic Outreach

33. What is a press release in digital format typically shared through?

   a) Posters

   b) Email and online newswires

   c) Magazines

   d) Billboards

34. Which platform is commonly used for digital PR campaigns?

   a) Radio

   b) Instagram

   c) Letterbox flyers

   d) Yellow pages

35. In digital journalism, what does "engagement" often refer to?

   a) Employee relations

   b) Likes, shares, and comments on content

   c) Sponsorship deals

   d) Press credentials

36. Which of the following is a major risk in digital journalism?

   a) Typewriters malfunctioning

b) Spread of fake news

c) Delayed printing

d) Expensive TV slots

37. A **blog** is a common example of:

    a) Owned media

    b) Paid media

    c) Outdoor media

    d) Syndicated content

38. What is "clickbait"?

    a) Headlines designed to attract clicks, often misleading

    b) Fishing ads

    c) Technical jargons in reports

    d) Online press kits

39. What is the role of hashtags in digital PR?

    a) Decorate content

    b) Increase discoverability of content on social platforms

    c) Act as password

    d) Create paid ads

40. Podcasts are an example of:

    a) Print journalism

    b) Audio-based digital storytelling

    c) Tabloid writing

    d) PR advisories

41. What is "influencer marketing" in digital PR?

    a) Collaboration with social media personalities to promote brands

    b) Writing editorials

    c) Filing legal disclosures

    d) Hosting live news debates

42. What does "virality" mean in the context of digital content?

    a) Antivirus scanning

    b) Rapid and wide sharing of content

    c) Data loss

    d) Branding techniques

43. A meme used for PR communication is considered:

    a) A press statement

    b) Informal yet engaging content format

c) Official ad copy

d) Stakeholder communication

44. In digital media, a "CTA" stands for:

a) Creative Talk Area

b) Central Tactic Alliance

c) Call to Action

d) Campaign Test Article

45. Live tweeting during events is an example of:

a) Traditional coverage

b) Real-time digital journalism

c) Delayed reporting

d) Ad campaign analysis

46. What is a "media kit" in digital PR?

a) Camera set

b) A collection of brand assets and information for the media

c) Editing software

d) Job recruitment form

47. What is the key focus of digital journalism today?

a) Timeliness, accuracy, and engagement

b) Paper quality

c) Broadcasting on FM

d) Editorial policies only

48. Which format is highly used in mobile journalism?

a) TV broadcast

b) Vertical video

c) Newspaper columns

d) Long-form printed features

49. What is one way to combat fake news?

a) Fact-checking and using credible sources

b) Sharing sensational headlines

c) Avoiding corrections

d) Ignoring feedback

50. What is "native advertising" in digital journalism?

a) Traditional ad

b) Sponsored content that matches the form of the platform

c) Organic search result

d) Anonymous tip