

سؤال تستی درس متون تخصصی زبان انگلیسی روابط عمومی (با پاسخ) 50

1.

Public Relations is mainly concerned with:

- الف) Selling products directly
- ب) Building and maintaining relationships with publics
- ج) Managing finances
- د) Producing goods

پاسخ: ب

2.

The word "public" in Public Relations refers to:

- الف) Government only
- ب) Employees only
- ج) Any group affected by an organization
- د) Customers only

پاسخ: ج

3.

A press release is:

- الف) A legal contract
- ب) An official statement for the media
- ج) A financial report
- د) A sales invoice

پاسخ: ب

4.

The primary goal of public relations is:

- الف) Increasing production
- ب) Creating mutual understanding
- ج) Reducing taxes
- د) Hiring employees

پاسخ: ب

5.

"Media Relations" means:

- الف) Relations with suppliers
- ب) Relations with journalists and media organizations
- ج) Relations with investors only
- د) Relations with competitors

پاسخ: ب

6.

A stakeholder is:

- الف) A person or group interested in an organization's activities
- ب) A company owner only
- ج) A journalist
- د) A government officer

پاسخ: الف

7.

Internal communication is communication with:

- الف) Customers
- ب) Competitors
- ج) Employees
- د) Suppliers

پاسخ: ج

8.

External communication is communication with:

- الف) Staff members only
- ب) Auditors only
- ج) People outside the organization
- د) Managers only

پاسخ: ج

9.

A crisis communication plan helps an organization:

- الف) Increase profits
- ب) Respond effectively to emergencies
- ج) Produce goods
- د) Recruit workers

پاسخ: ب

10.

The abbreviation PR stands for:

- الف) Public Reporting
- ب) Public Relations
- ج) Private Relations
- د) Public Research

پاسخ: ب

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11.

Which skill is essential for a PR practitioner?

- الف) Cooking
- ب) Communication
- ج) Driving
- د) Accounting

پاسخ: ب

12.

The term "audience" refers to:

- الف) People receiving a message
- ب) Company directors
- ج) Accountants
- د) Investors only

پاسخ: الف

13.

Feedback in communication means:

- الف) Sending a message
- ب) Receiving a response to a message
- ج) Writing a report
- د) Publishing news

پاسخ: ب

14.

A newsletter is:

- الف) A type of advertisement only
- ب) A regularly distributed publication containing information
- ج) A legal document
- د) A business license

پاسخ: ب

15.

Corporate image refers to:

- الف) The physical building of a company
- ب) Public perception of an organization
- ج) The company logo only
- د) Employee salaries

پاسخ: ب

16.

Reputation is built through:

- الف) Consistent positive actions and communication
- ب) Advertising only
- ج) High prices
- د) Competition

پاسخ: الف

17.

A spokesperson is:

- الف) A person authorized to speak for an organization
- ب) A customer
- ج) An investor
- د) A supplier

پاسخ: الف

18.

Public opinion is:

- الف) The view of a single person
- ب) Collective attitudes of the public
- ج) Government policy only
- د) Company regulations

پاسخ: ب

19.

Ethics in PR refers to:

- الف) Honest and responsible behavior
- ب) Advertising techniques
- ج) Marketing strategies
- د) Financial planning

پاسخ: الف

20.

The internet has made PR:

- الف) Less important
- ب) More interactive and immediate
- ج) Impossible
- د) Unnecessary

پاسخ: ب

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21.

Social media platforms are important PR tools because they:

- الف) Allow direct communication with audiences
- ب) Increase taxes
- ج) Reduce productivity
- د) Replace employees

پاسخ: الف

22.

A communication channel is:

- الف) A person
- ب) A method used to send messages
- ج) A building
- د) A product

پاسخ: ب

23.

Transparency means:

- الف) Hiding information
- ب) Being open and honest
- ج) Ignoring the public
- د) Refusing interviews

پاسخ: ب

24.

The sender in communication is:

- الف) The receiver
- ب) The source of the message
- ج) The audience
- د) The journalist

پاسخ: ب

25.

The receiver is:

- الف) The person who gets the message
- ب) The person who creates the message
- ج) The manager
- د) The editor

پاسخ: الف

26.

Noise in communication refers to:

- الف) Music only
- ب) Anything that interferes with understanding
- ج) Public opinion
- د) A media outlet

پاسخ: ب

27.

A press conference is organized to:

- الف) Sell products directly
- ب) Provide information to journalists
- ج) Hire workers
- د) Audit accounts

پاسخ: ب

28.

Brand image is:

- الف) The public's perception of a brand
- ب) A trademark only
- ج) A product label
- د) A company building

پاسخ: الف

29.

Community relations focuses on:

- الف) Relationships with local communities
- ب) Relationships with competitors
- ج) Employee salaries
- د) Production management

پاسخ: الف

30.

Research in PR is important because it:

- الف) Reduces communication
- ب) Helps understand audiences and evaluate results
- ج) Eliminates media relations
- د) Increases costs only

پاسخ: ب

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31.

The word "credibility" means:

الف) Trustworthiness

ب) Popularity

ج) Wealth

د) Competition

پاسخ: الف

32.

An organization's mission statement explains:

الف) Its purpose and goals

ب) Employee benefits

ج) Sales reports

د) Office design

پاسخ: الف

33.

Publicity differs from advertising because publicity is:

الف) Always paid for

ب) Usually unpaid media coverage

ج) A financial activity

د) Internal communication

پاسخ: ب

34.

The term "target audience" means:

الف) All citizens

ب) A specific group intended to receive a message

ج) Managers only

د) Employees only

پاسخ: ب

35.

Good PR can help:

الف) Build trust

ب) Damage reputation

ج) Reduce communication

د) Create confusion

پاسخ: الف

36.

Employee relations is a part of:

- الف) Internal public relations
- ب) External public relations
- ج) Advertising
- د) Marketing research only

پاسخ: الف

37.

A campaign is:

- الف) A planned series of communication activities
- ب) A legal document
- ج) A financial statement
- د) A product line

پاسخ: الف

38.

The phrase "two-way communication" means:

- الف) Communication in one direction
- ب) Exchange of information between sender and receiver
- ج) Telephone communication only
- د) Communication between managers only

پاسخ: ب

39.

Corporate social responsibility (CSR) refers to:

- الف) An organization's commitment to society and the environment
- ب) Sales management
- ج) Product design
- د) Accounting practices

پاسخ: الف

40.

The success of a PR program should be:

- الف) Ignored
- ب) Evaluated and measured
- ج) Hidden
- د) Delayed indefinitely

پاسخ: ب

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41.

A key characteristic of effective communication is:

- الف) Clarity
- ب) Ambiguity
- ج) Complexity
- د) Secrecy

پاسخ: الف

42.

The term "message" refers to:

- الف) Information being communicated
- ب) A company policy only
- ج) A meeting room
- د) An employee

پاسخ: الف

43.

PR practitioners often work with:

- الف) Media organizations
- ب) Community groups
- ج) Employees
- د) همه موارد

پاسخ: د

44.

The word "persuade" means:

- الف) To influence someone's opinion or behavior
- ب) To ignore someone
- ج) To criticize
- د) To terminate employment

پاسخ: الف

45.

An annual report is commonly used to:

- الف) Provide information about organizational performance
- ب) Advertise products only
- ج) Recruit journalists
- د) Conduct interviews

پاسخ: الف

46.

The term "image building" means:

- الف) Creating positive perceptions
- ب) Constructing buildings
- ج) Designing products
- د) Producing advertisements only

پاسخ: الف

47.

One advantage of social media in PR is:

- الف) Immediate audience feedback
- ب) Elimination of communication
- ج) Reduced public participation
- د) Limited access to information

پاسخ: الف

48.

A PR specialist should be:

- الف) Ethical and professional
- ب) Secretive and dishonest
- ج) Uncommunicative
- د) Unreliable

پاسخ: الف

49.

The phrase "public interest" refers to:

- الف) What benefits society as a whole
- ب) Company profits only
- ج) Employee salaries only
- د) Government taxes only

پاسخ: الف

50.

Effective public relations contributes to:

- الف) Strong organizational reputation
- ب) Poor communication
- ج) Public distrust
- د) Organizational failure

پاسخ: الف

