Quiz

SESI 2

Investor relations need to build relations not only with investors, but also with Intermediaries. Below is example of intermediaries

A. Media
B. Analyst
C. Rating Agencies
D. All of them

What's the role of investor relations

A. Minimize bad story to investor
B. To make stock price up
C. Convey appropriate information to investor
D. Create only the good story for investor

What's investor relations?

A. All of them
B. Provide company information to investor
C. Create investor confidence
D. Building relationship with investor

If the company make an official website for the company, this action is part of:

A. None of them
B. IR Advance Tools
C. IR Basic Tools
D. IR Intermediate Tools

Below is NOT a requirement for Investor Relations

A. Has knowledge of Capital Market
B. Understand finance principles
C. Understand financial management
D. Good in Communication Skills

SESI 3

The main reason for the company to GO Public are:

A. Open Access to Capital Market
B. Commitment to the Financial Development in The Country
C. Improve Profitability
D. All of them

Key players of Capital Market consist of different stakeholders, except

A. Public Accountant
B. Analyst
C. Rating Institution
D. Investor

Once a company goes public, they have some obligations, especially to disclose their information. Annual Report is categorized as:

A. Voluntary Report
B. Historical Report
C. Performance Report
D. Mandatory Report

Indonesia Capital Market is under OJK (Indonesia Financial Services Authority) and they supervise some institution to support, which are:

A. Indonesia Stock Exchange (BEI)
B. Indonesia Central Securities Depository (KSEI)
C. All of them
D. Indonesia Clearing and Guarantee Corporation (KPEI)

There are some financial instruments in the capital market and below is NOT a financial instrument

A. Equity Instrument
B. Public Offering
C. Cost Instrument
D. Private Placement

SESI 4

What is A Capital Market?

A. Place where we can capitalize our product
B. Place to capitalized the company
C. Place where Investor can buy the share of company
D. Exclusive Community for Capitalist

Investor Relations need to proactively reach out key stakeholders

A. NGO Non Government Organization
B. Media
C. Advertising Agency
D. None of them

Below is the common process of stock trading

A. Buy Side Analyst -> Institutional Sales -> Sell Sider Analyst -> next
B. Sell Side Analyst -> Institutional Sales -> Buy Sider Analyst -> next
C. Buy Side Analyst -> Sell Sider Analyst -> Institutional Sales -> next
D. All of them are wrong

Investor Relations also need to filter the communication to the public. Why this filtering process is important?

A. Mandatory to select the information for its publics
B. Avoid any speculation in the market.
C. Initiaves from Investor Relations Officer
D. All of them

Price to Earning Ratio (PER) is one of key ratio to review the performance of an emitent; What's PER?

A. Company capability to generate profit compare to the stock price
B. Higher PER shows More Expensive of Stock Price
C. All of them
D. Higher PER shows longer pay back period of investment

SESI 5

Investor Relations need to understand the company and then communicate to key stakeholders. This approach is:

A. New Approach
B. Traditional Approach
C. None of them
D. Combine

What product actually an Investor Relations should sell

A. management/BOD
B. prospect of company
C. all of them
D. performance of company

IR responsible to maximize Equity values which driven by key factors, except

A. Transparency
B. Financial Report
C. Brand Reputation
D. Management Credibility

When an investor approaches analyst, he has to:

A. Mitigate risk
B. Prepare the guidance first
C. All of them
D. Packaged the story prior approach

The role of Investor Relations related to CEO function are listed below, EXCEPT

A. Build relationship with bankers
B. Help senior manager sell company strategy
C. Provide information from the market to management
D. Help CEO to manage his daily activities

SESI 6

The role of Investor Relations are:

A. Nurturing relationship with capital market
B. Package the product and define its value relative to its peers
C. All of them
D. Presenting the company the the appropriate audiences

It's important for IR to conduct an IR Audit which consist of some important processes as below, EXCEPT

A. Review disclosures
B. Interview management
C. Interview Customers
D. Identify Competitors

IR Officer need to maintain relationship with financial community via actively build dialogue that can be done through:

A. Have a bankers mentality
B. Create event
C. All of them
D. Meeting with the stock market players

IR Officer need to do preparation before deliver the content, such as below activities, EXCEPT:

A. Setting company value target
B. Selecting target audience
C. Developing Guidance
D. Integrating with PR

In order to succeed, IR need to be expert on Three Ds which are defined below EXCEPT

A. Deliver
B. Dialogue
C. Differentiation
D. Definition

SESI 7

In order to create company stories; we need to do some activities as below

A. Interview with management
B. Understand the industry trend
C. Understand the company business
D. All of them

IR Officer also need to identify and itemizing Key Customer; what they are doing is part of:

A. Amplifying
B. None of them
C. Creating Story
D. Integrating with PR

IR need to collect and deliver Basic information. This activity is part of:

A. Amplifying the information
B. Enhancing the Customer
C. All of them
D. Creating Story Line

In order to have interesting and good Company Story, IR need to consider some factors, such as:

A. Company Reputation
B. Coordinating with PR Team
C. All of them
D. Duration of The Story

IR need to have strategic plan for their program and in order to make it we have go through 3 stages below; except

A. Dialog
B. Delivery
C. Strategy
D. Define

SESI 9

Website of company is categorized into 3 level, Basic, Intermediate and advance. The different between Intermediate and Advance Level is

A. Corporate Governance
B. Contains Registration Option
C. Stock Price and Trading Volume Information
D. Stickiness and make visitors stay longer

In order build good relationship with Media, IRO need to be ready with soe requirements:

A. Ability to arrange exclusive interview with Executives
B. High responsiveness to media deadline
C. All of them
D. Willingness to have a plant tour

Website of company is categorized into 3 level, Basic, Intermediate and advance. The different between Intermediate and Basic Level is

A. Stickiness and make visitors stay longer
B. Corporate Governance
C. Stock Price and Trading Volume Information
D. IR Contact Information

The general structure of a press release for investor communication is as follow:

A. Header-dateline-story-about company-forward looking statement
B. Header—story-dateline-about company-forward looking statement
C. Header- forward looking statement-dateline-story-about company
D. Header-dateline- about company-story-forward looking statement

Some company decided to have a company-operated electronic forum. Here are key consideration to anticipate:

A. All of them
B. Preparing dedicated staff
C. Managing the tone
D. No participation

SESI 10

Investor Relations need to identify the most potential buyer based on:

A. Style of investment – growth vs value investor
B. All of them
C. Number of capita being manages
D. Portfolio activites

Some investor relations need to do not have a full appreciation for how tough an analyst's job. This is part of...

A. None of them
B. Research mistake
C. Research requirements
D. Research hurdle

Below is the important steps to understand stock market, except...

A. Start investigate the market from wide to narrow in the spesific group
B. Compile all sell side and buy side analyst
C. Review daily trend of stock price
D. Review the list regularly atleat quarterly review

IR need to identify their target audience properly by below factors EXCEPT...

A. Understand Stock Market
B. Understand Analyst motivation
C. Understand Media
D. Understand Buy Side

In order to identify which companies are trading the most, IR need some information, such as...

A. Recommendation history
B. Coverage universe
C. All of them
D. Average market cap being covered

SESI 11

If The Company have a bad news, best practices recommend the right timing for IR to have Conference call:

A. None of them
B. After peer companies conference calls
C. Before peer companies conference calls
D. Same time with peer companies conference calls

IR should prepare management to anticipate uncomfortable topics, such as

A. Lay Offs
B. Pollution Issues
C. All of them
D. Succession Plan

In order to have an Effective Conference Call, IR should considering some factors

A. All of them
B. Distribute Recorded Conference Call for who can not attending it
C. Anticipate any speculative questions
D. Conducting after Release Quarterly report

IR should develop management's presentation and the content must have at least one topic below:

A. Company history
B. None of them
C. Marketing Plan
D. Growth Strategy

EVENT MANAGEMENT is part of DIALOG process. Below is some activities under event management:

A. Road Show
B. All of them
C. Plant Tour
D. Blog Dissemination

SESI 12

It is important categorize and update their investor regularly. This is part of

A. All of them
B. Maintaining Buy Side Relationship Program
C. Showing to management that IR have an updated data
D. IR understand investor behavior by segment

In order to maintain relationship with Sell Side IR should:

A. All of them
B. Made policies to be more transparent
C. Make pre-announcement before earning release
D. Works together with management

The CEO should more focus on

A. Doing the company business
B. Day to day stock price movement
C. Rating company and Analyst
D. Both stock price and business

IR need to protect his relationship with analyst by:

A. Educate them with the right information
B. Maintaining frequent communication
C. Providing accurate information
D. All of them

IR also should manage short seller by:

A. Works with management to promise higher earning to the market
B. Staying close and find out their arguments
C. Ignoring short term market price dynamics
D. Should focus more on long-term long term investor only

SESI 13

When developing presentation, we should NOT

A. Provide all of informations
B. All of them
C. Cluttered and unclear visual
D. Focus on company products

Best practice for an effective presentation

A. Explain detail of company products
B. All of them
C. Explain all aspects of company
D. Short presentation, max 15 minutes

Below are key elements of IR presentations, except:

A. Brief statement about company strengths & competitive factors
B. Benefit of company's products
C. Company strategy description
D. About the company itself

IR usually give presentation to both individual and group investors. In preparing a presentation, IRO need:

A. Allocated one-on-one only for institutional investor
B. All of them
C. List of local broker or local chapter of national business associations
D. Perpetual schedule of investor meetings

If the company cancel a schedule of presentation, it may create a negative perception toward our company and management, such as:

A. Sell the stock
B. Management want to hide something
C. Abandon the stock
D. All of them

SESI 14

IR Requirements

A. Solid in Finance & Accounting principles
B. Have an excellent knowledge of Capital Market
C. Detailed knowledge of short-term and long-term financing needs
D. All of them

We have two different approaches, Traditional & New Approach. One of the differences is:

A. The Qualification of IR
B. The Channel Communication
C. All of them
D. The support to CEO in IR Activities

There are many source of funds for the company, eg:

A. All of them
B. Non Banking Institution.
C. Banking Institution
D. Private Investor

The authority set a minimum requirement for Corporate Secretary in Indonesia Capital Market. The requirements are as below, EXCEPT

A. Good in Communication
B. All of them
C. Understanding on Legal/Financial and Governance
D. Live in Indonesia

National Investor relations Institute-NIRI, stated that an IR Manager should have capability some aspects:

A. Marketing
B. Stock Regulations
C. Finance
D. All of them