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☐ - student picked

☒ - correct answer

☐ - wrong answer

★ - question's rate

TEST

★ 1. What is the primary purpose of public relations?

- A) ☐ To increase sales directly
- B) ☒ To manage the firm's reputation
- C) ☐ To reduce employee turnover
- D) ☐ To manage stock prices

★ 2. Which of the following is a key component of Corporate Social Responsibility?

- A) ☐ Profit maximization
- B) ☐ Employee entertainment
- C) ☒ Environmental impact
- D) ☐ Short-term gains

★ 3. What does the PR concept RACE stand for?

- A) ☒ Research, Action, Communication, Evaluation
- B) ☐ Research, Analysis, Context, Execution
- C) ☐ Realize, Act, Critique, Exit
- D) ☐ Review, Action, Check, Exit

★ 4. Which of the following is not typically a function of a public relations department?

- A) ☐ Media relations
- B) ☐ Investor relations
- C) ☒ Customer support

D) ☐ ☒ Litigation

★ 5. What role do press releases play in public relations?

- A) ☒ To entertain internal stakeholders
- B) ☒ To provide financial updates
- C) ☐ ☒ To announce new products
- D) ☒ To increase employee morale

★ 6. CSR refers to:

- A) ☒ Corporate Social Requirement
- B) ☐ ☒ Corporate Social Responsibility
- C) ☒ Company Social Requirement
- D) ☒ Company Service Responsibility

★★ 7. What is the primary function of a media kit in public relations?

- A) ☒ To provide financial data to investors
- B) ☐ ☒ To deliver comprehensive information to the media
- C) ☒ To communicate privately with employees
- D) ☒ To advertise directly to consumers

★★ 8. Which principle of public relations is directly concerned with maintaining mutual relationships?

- A) ☒ Publicity
- B) ☒ Advertising
- C) ☐ ☒ Two-way symmetric model
- D) ☒ Sales promotion

★★ 9. In PR, what is the main purpose of issue management?

- A) ☒ To handle unexpected financial downturns
- B) ☐ ☒ To manage and mitigate issues before they become crises
- C) ☒ To create promotional events
- D) ☒ To manage employee relations internally

★★ 10. Which of the following best defines the role of internal communications in a PR strategy?

- A) ☒ Communicating with external stakeholders only
- B) ☒ Disseminating information solely through social media
- C) ☐ ☒ Facilitating a dialogue between management and employees
- D) ☒ Broadcasting advertisements to external audiences

★★ 11. What is the primary goal of investor relations (IR) within a corporate PR department?

- A) ☒ To ensure compliance with labor laws
- B) ☐ ☒ To manage communications between the company and its financial stakeholders
- C) ☒ To promote new products to customers
- D) ☒ To handle customer complaints

★★ 12. Which model of public relations involves crafting messages and campaigns to influence public perception without feedback?

- A) ☐ ☒ Two-way symmetric model
- B) ☒ Public information model
- C) ☒ Press agency model
- D) ☒ Two-way asymmetric model

★★ 13. What is an essential component of a PR crisis management plan?

- A) ☒ Product pricing strategies
- B) ☐ ☒ A predetermined list of media contacts and a protocol for communication
- C) ☒ Annual employee training programs
- D) ☒ Customer loyalty rewards program

★★ 14. What role does 'media monitoring' play in public relations?

- A) ☐ ☒ Tracking company mentions and industry trends in the media
- B) ☒ Monitoring employee use of social media
- C) ☒ Watching competitors' advertising campaigns
- D) ☒ Tracking stock prices and financial markets

★★★ 15. What is the primary goal of the PESO model in public relations?

- A) ☒ To manage payroll systems within PR departments.
- B) ☐ ☒ To integrate Paid, Earned, Shared, and Owned media to maximize the

overall strategy.

C) ☒ To prioritize only paid media for cost efficiency.

D) ☒ It is a method used exclusively in political communications.

★★★★ 16. Which theory suggests that PR professionals can act as a mediator between the organization and its stakeholders, balancing the organization's self-interests with public interest?

A) ☒ The agenda-setting theory

B) ☐ ☒ The excellence theory of public relations

C) ☒ The uses and gratifications theory

D) ☒ The organizational theory

★★★★ 17. What does the concept of 'communitarian ethics' imply in public relations practice?

A) ☒ Focuses on legal compliance over ethical considerations.

B) ☐ ☒ Emphasizes the common good and community engagement in decision-making.

C) ☐ ☒ Advocates for top-down communication as the most effective form.

D) ☒ Supports the use of propaganda for controlling public opinion.

★★★★ 18. How does the 'diffusion of innovations' theory apply to public relations campaigns?

A) ☒ It is used to determine the pricing of new products.

B) ☐ ☒ It helps PR professionals understand how new ideas and technologies can be adopted by the public.

C) ☒ It dictates that all innovations must be communicated in a single format.

D) ☒ It is focused on discontinuing older technology only.

★★★★ 19. What role does 'apologia' play in public relations?

A) ☒ It is a strategy used to manage financial risk.

B) ☐ ☒ It is a form of speech designed to defend or justify a company's stance or actions.

C) ☒ It involves the promotion of products in international markets only.

D) ☒ It is used exclusively for internal employee communications.

★★★★ 20. What is 'framing' in the context of public relations?

- A) ☐ A technique used in constructing corporate buildings.
- B) ☒ The process of shaping a particular narrative in media communications to influence public perception.
- C) ☐ A method for digital image enhancement.
- D) ☐ Framing is not a recognized practice in public relations.