

Question 1:

'Which common public relations tactic involves sending journalists on visits to appropriate locations?', A. 'Media release', B. 'Media tour', C. 'Press room', D. 'Promotional days/weeks'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 2:

'You are the vice president of public relations for a corporation that produces a well-known brand of food products. In the Albany, New York, market, one of your products has recently been found to have some contamination. While apparently not fatal, it has given a large number of consumers severe stomach cramps and other intestinal problems. The cause has been traced back to your product, which is sold throughout the nation. Your CEO wants to know what you would advise to keep the situation from becoming a public relations disaster. What should you recommend?', A. 'Quickly investigate to make certain your product is definitely the cause of the illness.', B. 'Stop all sales of the product throughout the nation and issue a recall for that product.', C. 'Stop sales of the product in the Albany, New York, market and issue a recall for that product.', D. 'Issue a press release to the Albany, New York, market explaining how to treat the symptoms.'

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Answer Option 1:

Final Answer: B

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Answer Option 2:

Final Answer: B

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Answer Option 3:

Final Answer: B

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Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

=====

Answer Option 7:

Final Answer: B

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Answer Option 8:

Final Answer: B

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Answer Option 9:

Final Answer: B

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Question 3:

'In public relations, _____ deals with an organization's ability to satisfy and create a positive experience for its consumers.', A. 'community relations', B. 'consumer relations', C. 'employee relations', D. 'public issues'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 4:

'In what year did the BBC start broadcasting radio?', A. '1917', B. '1922', C. '1925', D. '1927'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 5:

' _____ advertising campaigns are focused on gathering support for a particular message or cause.', A. 'Product-oriented', B. 'Person-oriented', C. 'Idea-oriented', D. 'Message-oriented'

=====

Answer Option 1:

Final Answer: C

=====

Answer Option 2:

Final Answer: C

=====

Answer Option 3:

Final Answer: C

=====

Answer Option 4:

Final Answer: C

=====

Answer Option 5:

Final Answer: C

=====

Answer Option 6:

Final Answer: C

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Answer Option 7:

Final Answer: C

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Answer Option 8:

Final Answer: C

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Answer Option 9:

Final Answer: C

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Question 6:

'Why should a successful public relations counselor continually review present and future realities for an organization?', A. 'to develop a vision statement', B. 'to interpret trends for management', C. 'to interpret the organization's business plan', D. 'to consider the role public relations might play'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 7:

'Which of these definitions best describes the 'spiral of silence'?', A. 'When victims of abuse remain silent about the abuse', B. 'When people hide their opinions if they do not agree with the majority', C. 'When people hide their opinions if they are in disagreement with their close peers or family members', D. 'When public relations uses opinion poll results to generate support for a particular issue'

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Answer Option 1:

Final Answer: B

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Answer Option 2:

Final Answer: B

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Answer Option 3:

Final Answer: B

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Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

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Answer Option 7:

Final Answer: B

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Answer Option 8:

Final Answer: B

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Answer Option 9:

Final Answer: B

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Question 8:

'What two elements do the planning models of Hendrix (2002), Kendall (1999), Merston (1963) and Parkinson and Ekachai (2006) have in common?', A. 'Research and evaluation', B. 'Strategy and evaluation', C. 'Strategy and implementation', D. 'Objectives and implementation'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 9:

'At which stage in the planning process are the objectives decided on?', A. 'Defining the program', B. 'Planning the program', C. 'Taking action and implementing ideas', D. 'Evaluation of the program'

=====

Answer Option 1:

Final Answer: B

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Answer Option 2:

Final Answer: B

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Answer Option 3:

Final Answer: B

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Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

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Answer Option 7:

Final Answer: B

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Answer Option 8:

Final Answer: B

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Answer Option 9:

Final Answer: B

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Question 10:

'Which of the following is NOT one of the four categories of persuasive crisis communication strategies identified by W. Timothy Coombs?'; A. 'ingratiation', B. 'downplaying', C. 'distancing', D. 'nonexistence'

=====

Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

=====

Answer Option 3:

Final Answer: D

=====

Answer Option 4:

Final Answer: D

=====

Answer Option 5:

Final Answer: D

=====

Answer Option 6:

Final Answer: D

=====

Answer Option 7:

Final Answer: D

=====

Answer Option 8:

Final Answer: D

=====

Answer Option 9:

Final Answer: D

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Question 11:

'How much has the number of practitioners working in consultancies in the UK grown since 25 years ago?', A. 'It hasn't', B. 'Doubled', C. 'Tripled', D. 'Quadrupled'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 12:

'Which statement is NOT true of both issues management and crisis management?', A. 'They both require research monitoring.', B. 'They both deal with acute risks.', C. 'New organizational practices are developed as a result of each.', D. 'Both have the potential to damage an organisation's reputation.'

=====

Answer Option 1:

Final Answer: B

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Answer Option 2:

Final Answer: B

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Answer Option 3:

Final Answer: B

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Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

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Answer Option 7:

Final Answer: B

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Answer Option 8:

Final Answer: B

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Answer Option 9:

Final Answer: B

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Question 13:

'In what year did the BBC start broadcasting radio?', A. '1917', B. '1922', C. '1925', D. '1927'

=====

Answer Option 1:

Final Answer: B

=====

Answer Option 2:

Final Answer: B

=====

Answer Option 3:

Final Answer: B

=====

Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

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Answer Option 7:

Final Answer: B

=====

Answer Option 8:

Final Answer: B

=====

Answer Option 9:

Final Answer: B

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Question 14:

'How many regional newspapers are there in the UK?', A. '270', B. '600', C. '2,800', D. '5,200'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: C

Question 15:

'According to Esman (1972), which publics are related to the organisation through shared industrial interests?', A. 'Enabling', B. 'Functional', C. 'Normative', D. 'Diffused'

=====

Answer Option 1:

Final Answer: C

=====

Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

=====

Answer Option 4:

Final Answer: C

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: C

=====

Answer Option 7:

Final Answer: B

=====

Answer Option 8:

Final Answer: C

=====

Answer Option 9:

Final Answer: C

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Question 16:

'Early theories of mass communication suggested that audiences were passive recipients of media messages and thus vulnerable to manipulation. Which of the following best describes current thinking?', A.

'Audiences are more vulnerable and passive than ever before.', B. 'Television viewing, in particular, creates increased activity in the right hemisphere of the brain.', C. 'Active receivers are not uniformly affected by mass communication messages.', D. 'Technology has led to increasingly passive recipients at the ends of message transmission systems.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 17:

'Which of the following entities cannot sue for libel?', A. 'A politician', B. 'A house of worship', C. 'A government institution', D. 'A publicly-traded company'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 18:

'Which author emphasised strategy as achieving competitive advantage for an organization?', A. 'Steyn (2003)', B. 'Gregory (2006)', C. 'Cutlip et al (2006)', D. 'Henry (2006)'

=====

Answer Option 1:

Final Answer: B

=====

Answer Option 2:

Final Answer: D

=====

Answer Option 3:

Final Answer: A

=====

Answer Option 4:

Final Answer: D

=====

Answer Option 5:

Final Answer: D

=====

Answer Option 6:

Final Answer: D

=====

Answer Option 7:

Final Answer: D

=====

Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 19:

'Which statement is true about focus group research?'. A. 'The participants should be selected at random.'. B. 'It is an example of a formal research tool for practitioners.'. C. 'The information can be generalized to describe a larger population.'. D. 'The findings generate qualitative data that can be used to develop surveys.'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 20:

'You are the community relations director for a public water utility that has been targeted by a group of activists opposed to adding fluoride to drinking water. The activists are waging an intense internet campaign against the practice. Your utility has overwhelming evidence of the health benefits to fluoridated water. The manager of the utility asks you to initiate a blog to get the health message out. What is the most appropriate course of action?', A. 'Use utility employees to write the blog, posing as dentists and physicians.', B. 'Recruit a group of volunteer dentists and physicians to write the blog under their own identities with no reference to the utility.', C. 'Write the blog yourself, identifying yourself as an employee of the utility, and quote the scientific opinions of a variety of sources.', D. 'Compensate a group of dentists and physicians to write the blog, identifying the utility as the sponsor of the blog but without disclosing the compensation.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 21:

'Within which area of public relations is likely to involve lobbying?', A. 'Corporate', B. 'Financial relations', C. 'Public affairs', D. 'Business to business'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 22:

'During which step of the Chase Jones model of issues management should the strengths and weaknesses of the organisation be reviewed?', A. 'Identification', B. 'Analysis', C. 'Strategy', D. 'Evaluation'

=====

Answer Option 1:

Final Answer: B

=====

Answer Option 2:

Final Answer: B

=====

Answer Option 3:

Final Answer: B

=====

Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

=====

Answer Option 7:

Final Answer: B

=====

Answer Option 8:

Final Answer: B

=====

Answer Option 9:

Final Answer: B

=====

Question 23:

'As the single-person public relations staff of a public transit agency, you are tasked with increasing the number of people who ride your buses each month. Your target audiences are lower-income individuals, college students, people with basic educations and people for whom English is a Second Language. When preparing to craft a primary message, what should you do first?', A. 'Consider the comprehension level of all of the target audiences.', B. 'Consider how riding the bus could similarly affect all of the target audiences.', C. 'Consider which mediums would most effectively reach all of the target audiences.', D. 'Consider the geographic locations where all of the target audiences live and work.'

=====

Answer Option 1:

Final Answer: A

=====

Answer Option 2:

Final Answer: A

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Answer Option 3:

Final Answer: A

=====

Answer Option 4:

Final Answer: A

=====

Answer Option 5:

Final Answer: A

=====

Answer Option 6:

Final Answer: A

=====

Answer Option 7:

Final Answer: A

=====

Answer Option 8:

Final Answer: A

=====

Answer Option 9:

Final Answer: A

=====

Question 24:

'A book launch would be what kind of common tactic?', A. 'Competition', B. 'Event', C. 'Award', D. 'Sponsorship'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 25:

'Newsletters generally fall in to which writing category?', A. 'Media writing', B. 'Personal writing', C. 'Business writing', D. 'Promotional writing'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 26:

'The process of identifying publics who are involved and affected by a situation central to an organization is called a(n)', A. 'exploratory survey', B. 'situation interview', C. 'communication audit', D. 'stakeholder analysis'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 27:

'Which of the following Internet-related challenges is most significant in the public relations field?', A. 'Representing clients using new social media environments', B. 'Finding stable, cost-effective Internet providers', C. 'Training staff to use social media', D. 'Staying abreast of changing technology'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 28:

'Which of these ways a business impacts on the world do stakeholders NOT normally look at?', A. 'Workforce development', B. 'Impact on local communities', C. 'Impact on the environment', D. 'Financial performance'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: D

Question 29:

The _____ part of a PR campaign includes proactively planning a response strategy, implementing that strategy in the event of a crisis, evaluating the crisis response, and revising the initial response strategy in an effort to improve for future crises.', A. 'public issues', B. 'crisis management', C. 'consumer relations', D. 'community relations'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 30:

'In the Westley and MacLean model of communication, which role describes the way in which the public obtain or receive the message?', A. 'The advocacy role', B. 'The channel's role', C. 'The gatekeeper role', D. 'The behavioural role'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 31:

'Which guerrilla marketing technique involves the spreading of a message about a product issue or service through online peer-to peer communication?', A. 'Fan pages', B. 'Street activities', C. 'Grassroots marketing', D. 'Viral campaigns'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 32:

'A _____ campaign occurs when people from two or more opposing sides of an argument have emotional convictions about a decision that has the power to impact their lives.', A. 'public relations', B. 'public issues', C. 'crisis management', D. 'consumer relations'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 33:

'The Web was effectively invented by Berners-Lee in which year?', A. '1980', B. '1989', C. '1991', D. '1993'

=====

Answer Option 1:

Final Answer: B

=====

Answer Option 2:

Final Answer: B

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Answer Option 3:

Final Answer: B

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Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

=====

Answer Option 7:

Final Answer: B

=====

Answer Option 8:

Final Answer: B

=====

Answer Option 9:

Final Answer: B

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Question 34:

'Internet traffic is expected to grow by 400% in the next few years. What is predicted to be the main driver of this?', A. 'Online consumer goods purchases', B. 'Video', C. 'Music', D. 'Online auctions'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 35:

'The goal of _____ advertising is to promote a specific product and service to a target audience.', A. 'person-oriented', B. 'product-oriented', C. 'profit-oriented', D. 'idea-oriented'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 36:

'Which of these types of survey question seeks qualitative information?', A. 'Likert scale', B. 'Multiple choice', C. 'Open-ended', D. 'Yes/No'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 37:

'The American flag is an example of a', A. 'stereotype', B. 'semantic device', C. 'symbol', D. 'message'

=====

Answer Option 1:

Final Answer: C

=====

Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

=====

Answer Option 4:

Final Answer: C

=====

Answer Option 5:

Final Answer: C

=====

Answer Option 6:

Final Answer: C

=====

Answer Option 7:

Final Answer: C

=====

Answer Option 8:

Final Answer: C

=====

Answer Option 9:

Final Answer: C

=====

Question 38:

'Approximately half of all public relations practitioners work in', A. 'government', B. 'business and commercial areas', C. 'health care and hospitals', D. 'public relations firms'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 39:

'You seek the counsel of one of your peers who designed and implemented a communication program that resulted in the successful permitting of an automotive recycling center, despite strong opposition from community organizations. You have to design a program to win approval for a similar project proposed by your company. Your peer gives you a brief piece of advice that succinctly describes the foundation of his successful program. What is most likely your peer's advice for a successful communication program?', A. 'Solve their problems', B. 'Kill them with kindness', C. 'Expose them to ridicule', D. 'Overwhelm them with facts'

=====

Answer Option 1:

Final Answer: A

=====

Answer Option 2:

Final Answer: A

=====

Answer Option 3:

Final Answer: A

=====

Answer Option 4:

Final Answer: A

=====

Answer Option 5:

Final Answer: A

=====

Answer Option 6:

Final Answer: A

=====

Answer Option 7:

Final Answer: A

=====

Answer Option 8:

Final Answer: A

=====

Answer Option 9:

Final Answer: A

=====

Question 40:

'Which of these publics does NOT feature in Grunig and Hunt's (1984) situational theory of publics?', A. 'Latent', B. 'Dormant', C. 'Aware', D. 'Active'

=====

Answer Option 1:

Final Answer: B

=====

Answer Option 2:

Final Answer: B

=====

Answer Option 3:

Final Answer: B

=====

Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

=====

Answer Option 7:

Final Answer: B

=====

Answer Option 8:

Final Answer: B

=====

Answer Option 9:

Final Answer: B

=====

Question 41:

'Which of these qualities is NOT listed as something to consider when choosing an opinion leader for a public relations campaigns?', A. 'Reputation', B. 'Impact', C. 'Familiarity with subject or issue', D. 'Ability to reach people'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 42:

'According to Macnamara's (2005) pyramid of evaluation, at which stage is the situation analysis done and used to form objectives and implementation plans?', A. 'Inputs', B. 'Outputs', C. 'Outtakes', D. 'Outcomes'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 43:

'Which factors are mentioned that influence media coverage of a story?', A. 'Content, quality of source, relevance', B. 'Timing, content, media liaison', C. 'Content, quality of source, human interest angle', D.

'Timing, relevance, political slant'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 44:

'What is the primary reason that you, as a public relations manager, should insist on prioritizing and scheduling activities?', A. 'to help the department stay focused on its strategic plan', B. 'to ensure that projects that are important to the CEO always have first priority', C. 'to ensure that the department's events and public relations activities are not neglected', D. 'to make it easier for other departments to understand the responsibilities of the public relations department'

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Answer Option 1:

Final Answer: A

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Answer Option 2:

Final Answer: A

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Answer Option 3:

Final Answer: A

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Answer Option 4:

Final Answer: A

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Answer Option 5:

Final Answer: A

=====

Answer Option 6:

Final Answer: A

=====

Answer Option 7:

Final Answer: A

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Answer Option 8:

Final Answer: A

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Answer Option 9:

Final Answer: A

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Question 45:

'According to Macnamara's (2005) pyramid of evaluation, at which stage are opinion polls most useful?', A. 'Inputs', B. 'Outputs', C. 'Outtakes', D. 'Outcomes'

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Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 46:

Tyler and his wife have been won over by the advertising campaign supporting Stan Johnson, who is running for mayor, so they put a 'Vote for Stan Johnson in November' sign in their front yard. Tyler and his wife are engaging in _____, the third step of the advertising campaign.', A. 'identification', B. 'legitimacy', C. 'penetration', D. 'participation'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 47:

'No-Wait Weight Loss, a diet pill brand, promises its potential consumers that if they take one pill once a day they will lose weight without having to change their diet or start exercising. However, many people who have used the product have complained that they haven't lost weight, and some have even gained weight. No-Wait Weight Loss has been unsuccessful in the _____ stage of the advertising campaign.', A. 'distribution', B. 'penetration', C. 'participation', D. 'identification'

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Answer Option 1:

Final Answer: B

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Answer Option 2:

Final Answer: B

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Answer Option 3:

Final Answer: B

=====

Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

=====

Answer Option 7:

Final Answer: B

=====

Answer Option 8:

Final Answer: B

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Answer Option 9:

Final Answer: B

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Question 48:

'What World War I-era organization introduced decentralized publicity "drives" as a strategy to mobilize U.S. public opinion to support the war?', A. 'The Creel Committee', B. 'The Red Cross', C. 'The Council on Public Relations', D. 'The Office of War Information'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 49:

'When an attitude is communicated, what does it become?', A. 'An opinion', B. 'A belief', C. 'A behaviour', D. 'A point of view'

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Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 50:

'Which communication model describes the encoding and decoding of messages?', A. 'Shannon and Weaver model', B. 'Osgood and Schramm model', C. 'Westley and MacLean model', D. 'Maletzke model'

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Answer Option 1:

Final Answer: A

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Answer Option 2:

Final Answer: A

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Answer Option 3:

Final Answer: A

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Answer Option 4:

Final Answer: A

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Answer Option 5:

Final Answer: A

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Answer Option 6:

Final Answer: A

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Answer Option 7:

Final Answer: A

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Answer Option 8:

Final Answer: A

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Answer Option 9:

Final Answer: A

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