

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'

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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

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Answer Option 5:

Final Answer: B

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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 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: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: B

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Answer Option 6:

Final Answer: B

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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 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'

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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

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Answer Option 5:

Final Answer: B

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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 4:

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

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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

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Answer Option 5:

Final Answer: B

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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 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'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: B

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Answer Option 5:

Final Answer: B

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: B

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: B

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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

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Answer Option 5:

Final Answer: B

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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'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: B

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: B

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Answer Option 5:

Final Answer: C

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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: B

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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'

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Answer Option 1:

Final Answer: B

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Answer Option 2:

Final Answer: A

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Answer Option 3:

Final Answer: B

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Answer Option 4:

Final Answer: B

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Answer Option 5:

Final Answer: B

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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'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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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'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

=====

Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

=====

Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: C

=====

Answer Option 8:

Final Answer: C

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Answer Option 9:

Final Answer: D

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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.'

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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: C

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Answer Option 4:

Final Answer: B

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Answer Option 5:

Final Answer: B

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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: B

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Answer Option 9:

Final Answer: C

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Question 13:

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

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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

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Answer Option 5:

Final Answer: B

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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 14:

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

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 15:

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

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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

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Answer Option 5:

Final Answer: B

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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 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.'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 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'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 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)'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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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.'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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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.'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 21:

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

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 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'

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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

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Answer Option 5:

Final Answer: B

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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 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.'

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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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Question 24:

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

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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

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Answer Option 5:

Final Answer: B

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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 25:

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

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 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'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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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'

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Answer Option 1:

Final Answer: D

=====

Answer Option 2:

Final Answer: D

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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: D

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Answer Option 9:

Final Answer: A

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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'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: A

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: A

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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'

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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

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Answer Option 5:

Final Answer: B

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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 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'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 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'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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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'

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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

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Answer Option 5:

Final Answer: B

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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 33:

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

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 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'

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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

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Answer Option 5:

Final Answer: B

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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 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'

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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

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Answer Option 5:

Final Answer: B

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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 36:

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

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 37:

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

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 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'

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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

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Answer Option 5:

Final Answer: B

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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 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'

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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

=====

Answer Option 5:

Final Answer: A

=====

Answer Option 6:

Final Answer: A

=====

Answer Option 7:

Final Answer: A

=====

Answer Option 8:

Final Answer: A

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Answer Option 9:

Final Answer: A

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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'

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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

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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 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'

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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

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Answer Option 5:

Final Answer: B

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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 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'

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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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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'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: C

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Answer Option 7:

Final Answer: D

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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 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

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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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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'

=====

Answer Option 1:

Final Answer: C

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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: C

=====

Answer Option 6:

Final Answer: B

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Answer Option 7:

Final Answer: C

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Answer Option 8:

Final Answer: B

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Answer Option 9:

Final Answer: C

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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'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

=====

Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

=====

Answer Option 5:

Final Answer: D

=====

Answer Option 6:

Final Answer: D

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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 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: D

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Answer Option 2:

Final Answer: B

=====

Answer Option 3:

Final Answer: B

=====

Answer Option 4:

Final Answer: C

=====

Answer Option 5:

Final Answer: D

=====

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'

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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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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: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: A

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Answer Option 5:

Final Answer: C

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Answer Option 6:

Final Answer: C

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Answer Option 7:

Final Answer: B

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Answer Option 8:

Final Answer: C

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Answer Option 9:

Final Answer: A

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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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Question 51:

'Which definition best describes media convergence?', A. 'The conglomeration of media outlets into large corporations.', B. 'The way in which all media outlets post similar content to their competitors.', C. 'The many differing views and cultures expressed in modern media.', D. 'Information being delivered in different formats via various digital channels.'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 52:

'\_\_\_\_\_ is most common to political campaigns because it focuses on raising the public's awareness about a particular person in hopes they will either support or not support the person.', A.

'Product-oriented advertising', B. 'Idea-oriented advertising', C. 'Person-oriented advertising', D. 'Platform-oriented advertising'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 53:

'Which phase of public relations audience research is associated with summative evaluation?', A. 'Implementation', B. 'Impact', C. 'Attitude change', D. 'Preparation'

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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

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Answer Option 5:

Final Answer: B

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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 54:

'Which of these adjectives does NOT describe business writing?'; A. 'Formal', B. 'Abstract', C. 'Personal', D. 'Objective'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 55:

'Publishing and selling the creative work of others and protecting property rights of one's own creative work is regulated by', A. 'libel and publication regulations', B. 'access and deregulation', C. 'Securities and Exchange Commission', D. 'copyright and trademark law'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 56:

'Where was the first British newspaper printed?', A. 'London', B. 'Oxford', C. 'Manchester', D. 'Edinburgh'

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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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Question 57:

'Which of the following information about publications does the Audit Bureau of Circulation NOT provide?', A. 'Circulation', B. 'Distribution', C. 'Traffic', D. 'Readership'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 58:

The \_\_\_\_\_ phase of the PR process consists of making decisions about which strategies and tactics will be used to respond to the goals of the organization and executing those strategies and tactics.', A. 'planning', B. 'implementation', C. 'evaluation', D. 'tactical'

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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

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Answer Option 5:

Final Answer: B

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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 59:

'In recent years social media has had a major impact on the practice of public relations. In which of the following areas has the impact been greatest and experienced most immediately?', A. 'Politics', B. 'Retail business', C. 'Automotive sales', D. 'Nonprofits'

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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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Question 60:

'Which traditional news criterion would you expect to be most important in public relations messages distributed through the mass media?', A. 'Proximity', B. 'Timeliness', C. 'Prominence', D. 'Impact'

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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

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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 61:

'Which area of public relations deals with emerging issues and their potential impact on an organization?', A. 'Public opinion', B. 'Issues management', C. 'Public affairs', D. 'Lobbying'

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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

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Answer Option 5:

Final Answer: B

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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 62:

'According to Macnamara's (2005) pyramid of evaluation, at which stage is media coverage most likely to be measured?', A. 'Inputs', B. 'Outputs', C. 'Outtakes', D. 'Outcomes'

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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

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Answer Option 5:

Final Answer: B

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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 63:

'You are director of communications for a local non-profit chapter organization that is an affiliate of a large national non-profit organization. You are frequently asked to secure media coverage using news releases provided by national headquarters located in another state. Which action would most improve your chances of success with these materials?', A. 'Use your relationships with local donors to gain coverage.', B. 'Localize the news releases for audiences in your geography.', C. 'Pitch the news releases as written, but include a quote from your chapter's executive director.', D. 'Remind editors that your organization is a national, prominent non-profit to which their publisher donates.'

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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

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Answer Option 5:

Final Answer: B

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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 64:

'What is the main purpose of licensing public relations practitioners?', A. 'To regulate access to posts in the field', B. 'To create an elite of public relations practitioners', C. 'To preserve the well-being of society', D. 'To achieve better wages for licensed practitioners'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 65:

'According to Cutlip (2006), which stage of the communications plan should involve planning of what should be said and why?', A. 'Situation analysis', B. 'Strategy', C. 'Implementation', D. 'Evaluation involves assessing all aspects of the programme.'

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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

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Answer Option 5:

Final Answer: B

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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 66:

'In which era did muckraking journalism led to the widespread introduction of public relations in business?', A. 'Postwar Era, 1945 - 1965', B. 'Roosevelt Era, 1930 - 1945', C. 'Booming Twenties Era, 1919 - 1929', D. 'Seedbed Era, 1900 ' 1917'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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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: D

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Answer Option 9:

Final Answer: D

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Question 67:

'Leslie is a disgruntled employee who walks into her place of employment and shoots three people, killing two and critically injuring the other. What is Leslie's behavior an example of?', A. 'workplace violence',

B. 'organizational misdeeds', C. 'megadamage', D. 'crisis management'

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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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Question 68:

'Psychographics refers to', A. 'individual values, lifestyles and characteristics', B. 'individual sex, age, race and income statistics', C. 'potential influence', D. 'all of the above'

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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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Question 69:

'In the public relations field, what is the most common threat to a client-firm relationship?', A. 'Clients' questions about costs', B. 'Resistance to outside advice', C. 'Superficial grasp of the client's unique problems', D. 'Personality conflicts'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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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: D

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Question 70:

'A 2008 survey showed that what percentage of the world's largest companies are reporting their corporate responsibility?', A. '50%', B. '60%', C. '70%', D. '80%'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: C

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: C

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Question 71:

'In recent research, the 14,000 stories that could be accessed on Google News' front page in a day pertained to how many actual news events?', A. '18', B. '24', C. '326', D. '9,574'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: A

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Answer Option 5:

Final Answer: C

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Answer Option 6:

Final Answer: C

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: A

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Answer Option 9:

Final Answer: C

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Question 72:

'Who argued that if an organization did not affect a public then there was no need for a practitioner to consider that public in its communications?', A. 'Cutlip (2006)', B. 'Leitch and Neilson (2001)', C. 'Amaral and Phillips (2010)', D. 'Grunig and Hunt (1984)'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 73:

'Which form of communication is most effective in forming or changing predispositions toward an issue?', A. 'Interpersonal', B. 'Media', C. 'Group', D. 'Public'

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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: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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Answer Option 6:

Final Answer: A

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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 74:

'Which statement describes an idea from utilitarianism?', A. 'What is right and what is wrong are predetermined.', B. 'People should be treated as an end, not a means to an end.', C. 'The greatest good for the greatest number.', D. 'Those better off should give to people who are not as well off.'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 75:

'Which type of measurement is the most effective choice for evaluating a campaign's impact on audience attitudes?', A. 'preparing a content analysis of media coverage', B. 'studying the content of blog postings about your issue', C. 'analyzing pre and post sales reports for changes in sales', D. 'conducting a pre and post analysis of constituents' opinions'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 76:

'There are three basic types of persuasive advertising campaigns. Which of the following is NOT one of them?', A. 'Product-oriented', B. 'Person-oriented', C. 'Idea-oriented', D. 'Result-oriented'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 77:

'Approximately what proportion of nonprofit sector practitioners conduct audience research?', A. 'One-quarter', B. 'One-half', C. 'Two thirds', D. 'Almost all'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: B

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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: B

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Answer Option 9:

Final Answer: B

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Question 78:

'When a campaign becomes noticed and unavoidable, it has achieved the \_\_\_\_\_ stage.', A. 'participation', B. 'penetration', C. 'distribution', 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

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Answer Option 4:

Final Answer: B

=====

Answer Option 5:

Final Answer: B

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Answer Option 6:

Final Answer: D

=====

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 79:

'A(n) \_\_\_\_\_ campaign is a paid form of impersonal communication, concerned with selling specific products, services, brands, images, and lifestyles to the public.', A. 'public persuasive', B. 'public relations', C. 'advertising', D. 'consumerism'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 80:

'Which statement is true about an open systems model of public relations in an organization?', A. 'It adapts to changing organizational environments.', B. 'It adopts the policy of transparency to build public trust.', C. 'It focuses on removing communication barriers between its business divisions.', D. 'It communicates with its publics frequently to effect change outside the organization.'

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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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Question 81:

'Which law restricts corporate communications for publicly traded companies before and during the period that new securities are being registered?', A. 'Securities Act of 1933', B. 'Sarbanes-Oxley Act of 2002', C. 'Investment Advisers Act of 1940', D. 'Investment Company Act of 1934'

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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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Question 82:

'Which of these phrases refers specifically to a crisis, rather than an issue?', A. 'A gap between corporate and stakeholder expectations.', B. 'When an organization's trading is interrupted.', C. 'Can be avoided with constant monitoring and relationship building.', D. 'It happens suddenly.'

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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

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Answer Option 5:

Final Answer: B

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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 83:

'Watson and Noble (2005) lay out a five-step model for circular evaluation. At which step should pre-testing of strategy and tactics be carried out?', A. '1', B. '2', C. '3', D. '4'

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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: C

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Answer Option 4:

Final Answer: B

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Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: C

=====

Answer Option 7:

Final Answer: C

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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 84:

'Which of these sites offers 'microblogging?', A. 'YouTube', B. 'Facebook', C. 'Wikipedia', D. 'Twitter'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 85:

'Within which area of public relations do tactics relate to promotion of the overall organisation?', A. 'Corporate', B. 'Internal communications', C. 'Financial relations', D. 'Business to business'

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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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Question 86:

'Emma is browsing a popular website when she runs across the story of a well-known actor who was recently pulled over for speeding and driving down the wrong side of the street. It turns out he had been drinking, and the arresting police officer found drugs in the car. The actor's publicist issued a statement claiming the actor was just tired and that the drugs belonged to someone else. Emma can't help having the impression that all public relations are \_\_\_\_\_ and occur only after something negative has occurred.', A. 'proactive', B. 'reactive', C. 'manipulative', D. 'manipulative'

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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

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Answer Option 5:

Final Answer: B

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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 87:

'Louis owns a chemical company that has been irresponsibly disposing of chemical waste and contaminating the community's water supply. Although he knew the company was cutting costs in its waste disposal, he publicly claims to have had no knowledge of the irresponsible practices, blames it on the company's general manager and fires him. What image restoration strategy is Louis using?', A. 'denial', B. 'evasion of responsibility', C. 'reducing the offensiveness', D. 'corrective action'

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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

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Answer Option 5:

Final Answer: B

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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 88:

The \_\_\_\_\_ phase of the PR model consists of primary and secondary research about a client, identifying the target audiences for the campaign, proposing channels of communication and strategies to be used in the campaign, and constructing goals, objectives, messages, and themes.', A. 'identification', B. 'evaluation', C. 'implementation', D. 'planning'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 89:

'The 'internal factors' portion of a firm's public relations situation analysis often includes', A. 'a communication audit', B. 'strategy suggestions', C. 'community focus groups', D. 'a listing of media contacts'

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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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Question 90:

'What is the major advantage of organizational publications?', A. 'Their ability to provide a revenue source for sponsoring organizations', B. 'Their ability to deliver specific, detailed information to narrowly defined target publics', C. 'Their ability to avoid the problems typically associated with two-way media', D. 'Their ability to give sponsoring organizations a means of uncontrolled communications'

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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

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Answer Option 5:

Final Answer: B

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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 91:

'Which outcome, from the evaluation phase of public relations planning, documents the impact a program had on its stakeholders?', A. 'the quality of the messages and activities', B. 'the number who change attitudes and opinions', C. 'the number who responded to communications', D. 'the number of messages and activities implemented'

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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

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Answer Option 5:

Final Answer: B

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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 92:

'The second stage of the advertising campaign is to establish \_\_\_\_\_, or to become known as trustworthy and believable.', A. 'legitimacy', B. 'identity', C. 'reliability', D. 'agency'

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Answer Option 1:

Final Answer: A

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Answer Option 2:

Final Answer: C

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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: C

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Answer Option 8:

Final Answer: C

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Answer Option 9:

Final Answer: A

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Question 93:

'Which type of writing employs the pyramid structure?', A. 'Media writing', B. 'Personal writing', C. 'Business writing', D. 'Promotional writing'

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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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Question 94:

'During which step of the Chase Jones model of issues management should the organization's ability to lead the issue be assessed?', A. 'Identification', B. 'Analysis', C. 'Strategy', D. 'Evaluation'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 95:

'Which of these should an objective NOT be?'; A. 'Broad', B. 'Achievable', C. 'Measurable', D. 'Time-bound'

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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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Question 96:

'Which statement describes an idea from Kantian ethics?', A. 'What is right and what is wrong are predetermined.', B. 'People should be treated as an end, not a means to an end.', C. 'The greatest good for the greatest number.', D. 'Those better off should give to people who are not as well off.'

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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

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Answer Option 5:

Final Answer: B

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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 97:

'Which of these organizations is most effective in engaging with customers online?', A. 'Starbucks', B. 'Coca-Cola', C. 'Wholefoods', D. 'Redbull'

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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: It is subjective and depends on various factors.

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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 98:

'According to Russian philosopher Mikhail Bakhtin, in order to create \_\_\_\_\_, or a well-informed public, all communication about an issue must be \_\_\_\_\_, or take the form of a dialogue.', A.

'intelligentsia, democratic', B. 'democracy, dialogic', C. 'democracy, logical', D. 'democracy, bipartisan'

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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

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Answer Option 5:

Final Answer: B

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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 99:

'Your client has asked you to develop a public relations campaign to promote a college tuition savings program using new technologies. What is the most appropriate first step?', A. 'Research pricing and development costs for different services.', B. 'Develop a survey to discover which factors impact families' savings.', C. 'Conduct a situation analysis to gain a better understanding of the issue.', D. 'Hold a focus group to determine which messages are most effective for the program.'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 100:

'According to "working theory," what is the step that occurs between an individual gaining information and changing behavior?', A. 'coorientation', B. 'opinion change', C. 'reaction formation', D. 'semantic encoding'

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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

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Answer Option 5:

Final Answer: B

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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 101:

'Segmentation of the population into psychographics, demographics and geodemographics is especially important in which public relations specialisation?', A. 'Issues management', B. 'Investor relations', C. 'Public affairs', D. 'Marketing communications'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 102:

'What are two examples of an evaluation of outcome? ', A. 'Change in attitude', B. 'Placement of message', C. 'Distribution of message', D. 'Size of attentive audience'

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Answer Option 1:

Final Answer: A and D

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Answer Option 2:

Final Answer: A and D

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Answer Option 3:

Final Answer: A, D

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Answer Option 4:

Final Answer: A and D

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Answer Option 5:

Final Answer: A and D

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Answer Option 6:

Final Answer: A and D

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Answer Option 7:

Final Answer: A and D

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Answer Option 8:

Final Answer: A and D

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Answer Option 9:

Final Answer: A and D

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Question 103:

'Which fashion house sued for damages to its reputation after being accused of stealing a design?', A. 'Dior', B. 'Givenchy', C. 'Chanel', D. 'Lacroix'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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 104:

'What public relations pioneer is credited with being the first practitioner to insist on "a place at the management table"?' , A. 'Carl Byoir', B. 'Edward Bernays', C. 'Doris Fleischman', D. 'Arthur Page'

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Answer Option 1:

Final Answer: B

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Answer Option 2:

Final Answer: B

=====

Answer Option 3:

Final Answer: B

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Answer Option 4:

Final Answer: B

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Answer Option 5:

Final Answer: B

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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 105:

'What are major reasons why organizations retain outside public relations counsel? ', A. 'They offer flexibility of talents and skills.', B. 'They bring greater credibility to the work. ', C. 'They will provide sound ROI on the project or program.', D. 'They can provide more attention and detail to a project that in-house staff.'

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Answer Option 1:

Final Answer: D

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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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Question 106:

'Which of these activities might secondary research involve?', A. 'Conducting a content analysis', B. 'Conducting a survey', C. 'Observing people', D. 'Examining public records'

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Answer Option 1:

Final Answer: D

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Answer Option 2:

Final Answer: D

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Answer Option 3:

Final Answer: D

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Answer Option 4:

Final Answer: D

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Answer Option 5:

Final Answer: D

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Answer Option 6:

Final Answer: D

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Answer Option 7:

Final Answer: D

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Answer Option 8:

Final Answer: D

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Answer Option 9:

Final Answer: D

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Question 107:

'Which of the following information about publications does the Audit Bureau of Circulation NOT provide?', A. 'Circulation', B. 'Distribution', C. 'Traffic', D. 'Readership'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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Answer Option 6:

Final Answer: C

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Answer Option 7:

Final Answer: D

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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 108:

'Early email was developed in which decade?', A. '1960s', B. '1970s', C. '1980s', D. '1990s'

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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

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Answer Option 5:

Final Answer: B

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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 109:

'According to Esman (1972), which publics help an organization to exist by lending authority or assistance?', A. 'Enabling', B. 'Functional', C. 'Normative', D. 'Diffused'

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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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Question 110:

'Which common public relations tactic can provide a 'halo effect'?', A. 'Placement on TV or radio', B. 'Stunts', C. 'Third parties', D. 'Sponsorship'

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Answer Option 1:

Final Answer: C

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Answer Option 2:

Final Answer: C

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Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

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Answer Option 5:

Final Answer: C

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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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