

UNIVERSITY OF CAPE COAST
COLLEGE OF HUMANITIES AND LEGAL STUDIES
SCHOOL OF BUSINESS
DEPARTMENT OF MANAGEMENT



Instructions:

1. Answer ALL Questions in Section “A” in the answer booklet.
 2. Answer *any three (3)* Questions in Section “B” in the answer booklet provided.
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1. One of the jobs of the Public relations officer during PR campaigns, is to implement a PR plan, and analyze the situation. Which of the following would **not** be a part of that analysis?
 - A. Asking who, what, where, when, why, and how
 - B. **Crafting the message**
 - C. Researching
 - D. Writing a problem statement
2. One crucial obligation of every effective and efficient public relations officer is to _____.
 - A. ask the editors to use their annual reports
 - B. find out which media have been more approachable to their customers
 - C. **know the kind of media outlets which best serve their purposes**
 - D. release news letters to many people
3. “Public Relations” can be defined as
4. Which of the following statements is **true** about Public Relations?
 - A. **Public Relations is usually aimed at specific target audiences**
 - B. Public relations is glamorous
 - C. The general terminologies in all definitions include products
 - D. The ultimate goal of PR is to inform the public
5. Comparing a public relations practitioner to a journalist _____.
 - A. **are accepted as having loyalty to their employing organization.**
 - B. cannot be seen as company insiders if they are to be effective.
 - C. must show no affiliation with their employing organization
 - D. should hide their identities or where they belong

6. Advertising, marketing and public relations are _____ terms.
- A. all of the above
 - B. distinctly different**
 - C. interchangeable
 - D. synonymous
7. A group can become one of an organization's _____ when it recognizes an issue related to the organization, understands its relevance to the group's members and begins to talk about or organize to act on the issue.
- A. Competitors
 - B. Rivals
 - C. Problems
 - D. Publics**
8. Public relations experts regularly deal with either internal or external communications. Which of the following best describes those two types of communication?
- A. External communications keep company employees informed about the company, and internal communications deal with investors, clients, customers or contributors.
 - B. External communications always are carried out through the mass media, and internal communications always are carried out by e-mail.
 - C. External communications deal with investors, clients, customers or contributors, and internal communications keep company employees informed about the company.**
 - D. Internal communications always flow from the top of the organization down, and external communications always flow from the bottom to the top.
9. The attribute(s) of an effective public relations practitioner is _____.
- A. ability to write, design and produce materials for the media
 - B. ability to be skillful in public speaking.
 - C. having excellent relationship skills
 - D. all of the above**
10. A public relations practitioner obtains high commitment and is able to resolve problems when the communication direction is _____.
- A. external
 - B. internal
 - C. one-way
 - D. two-way**
11. Public relations is all about _____.
- A. ambitions, market and goals
 - B. ambitions, image and goals
 - C. image, promotion and sales
 - D. information and image**

12. One of the **most** crucial influences on a public relations campaign's objectives and strategies is _____.

- A. Media coverage
- B. Organization of employee appreciation events
- C. Research**
- D. Shareholders opinion

13. As part of its management function, public relations practitioners might _____.

- A. Arrange for sales advertisements
- B. Assist in influencing or changing public policy**
- C. Determine employee salary ranges
- D. Plan and develop new products

14. Which of the following tools would a public relations director use to communicate with those within the organization?

- A. Position paper
- B. Newsletter**
- C. News release
- D. Speech

15. The utmost information in a news release ought to be in the middle or towards the end of the release.

- A. True
- B. False**

16. Target audience is _____

17. What must you understand before you can launch an effective public Relations campaign?

- A. Advertising and marketing
- B. Prevention of crises
- C. Systematic gathering of letters
- D. The attitudes / issues of stakeholders**

18. Define research as the first stage in public relations program.

19. The first step in every public relations program is _____.

- A. Advertising
- B. Communicative connectivity
- C. Distribution of newsletters
- D. Research

20. An important ability of public relations officer is _____.

- A. Ability to search for customers
- B. Cost saving
- C. Issue management
- D. Writing