

FBQ1: Advising top management or leaders of institutions about public opinion of a company decision or action is termed _____

Answer: Corporate counselling

FBQ2: Planned, process and _____ are components of public relations

Answer: Deliberate

FBQ3: Ogunsanya (1991) observed that public relations is an inalienable _____ in the wheel of strategic management.

Answer: Lubricant

FBQ4: _____ is the way the organization itself is perceived by the various publics.

Answer: Corporate image

FBQ5: _____ are advertisements sponsored by the organisation with the objectives of enhancing its corporate image

Answer: Corporate adverts

FBQ6: Preparing and presenting speeches for senior company officials as a public relations practitioner is described as _____

Answer: Public speaking

FBQ7: Corporate identification media include _____.

Answer: Logo

FBQ8: Creating better understanding between a company and the financial community is an objective of _____ public relations

Answer: Financial

FBQ9: Analyzing and interpreting of government and legislative issues is the main focus of _____

Answer: Government relations

FBQ10: Public relations is a _____ process between an organization and its identified publics

Answer: Two-way

FBQ11: _____ is a phase of writing

Answer: Pre-writing

FBQ12: _____ must be written on the letter head of an organisation

Answer: Press release

FBQ13: _____ release is used when something is done that can harm an organisation

Answer: Reaction

FBQ14: _____ Collects complains and provides feedback

Answer: Ombudsman

FBQ15: _____ are the groups with which an organisation has ongoing, long-term relationship

Answer: Traditional publics

FBQ16: _____ are used to analyse the standing of a company with its target publics and to re-examine its performance

Answer: Communication audit

FBQ17: _____ are not presently familiar with your organisation or not relevant to the organisation's business

Answer: Non-traditional

FBQ18: _____ requires that some members of the household keep a written record

of programme exposure.

Answer: Diary

FBQ19: _____ laws are to protect the right of plaintiff 'to be let alone'

Answer: Privacy

FBQ20: The first information office in Lagos was in _____

Answer: 1942

FBQ21: _____ consists of annual reports, brochures, articles and audiovisual materials of the company.

Answer: Publications

FBQ22: Identity media is a public relations _____ media

Answer: marketing

FBQ23: Direct mail is a type of media used in _____ relations.

Answer: Employee

FBQ24: News conferences, seminars, outings, exhibitions are called _____ in public relations

Answer: Events

FBQ25: Formal public relations was said to have been introduced in Nigeria in _____

Answer: 1924

FBQ26: _____ are people who do not face a problem or situation in which they are mutually involved with or affected by an organisation.

Answer: Non-publics

FBQ27: The _____ brought about the birth of mass media and modern public relations

Answer: Industrial revolution

FBQ28: _____ is one of the most famous of the early public relations pioneers..

Answer: Ivy Lee

FBQ29: _____ opined public relations has existed since the dawn of mankind.

Answer: Cutlip, Centre and Broom

FBQ30: _____ image is how an organisation sees itself

Answer: Mirror

FBQ31: _____ are those groups with common interest affected by the acts and policies of an institution

Answer: Publics

FBQ32: _____ corporate advertising is used for image building putting across the merits and achievement of the company in a pungent and positive way.

Answer: Prestige

FBQ33: _____ advertising is used when crisis strikes a company

Answer: Crisis

FBQ34: _____ championed consumerism

Answer: Ralph Bader

FBQ35: Public relations demands _____ system from the Chief Executive Officer (CEO).

Answer: Open management

MCQ1: One of these options is not a component of public relations

Answer: Free gifts

MCQ2: Public relations is not used for _____

Answer: Publicity relations

MCQ3: _____ is a type of corporate advertising

Answer: Diversification and take-over

MCQ4: _____ is a public of public relations according to Grunig & Hunt (1984)

Answer: Latent public

MCQ5: _____ is a factor that contributed to the growth of public relations

Answer: Heightened public awareness

MCQ6: _____ is an advantage of internal public relations department

Answer: All of the options

MCQ7: Areas of developing corporate image include _____

Answer: Corporate advertising

MCQ8: _____ is not a member of the financial public relations

Answer: Financial analysts

MCQ9: One of the following is not a cause of crisis

Answer: Human error

MCQ10: _____ is a misconception of public relations?

Answer: Courtesy

MCQ11: One of the following is not an area of work of public relations practitioners?

Answer: Fund raising

MCQ12: American council of public relations was founded in _____

Answer: 1939

MCQ13: One of the areas in which Edward Bernays published was?

Answer: Propaganda

MCQ14: In 1954, the Public Relations Department metamorphosed into _____

Answer: Nigerian information service

MCQ15: _____ was the first public relations officer of Nigerian Railway Corporation

Answer: Sam Epelle

MCQ16: _____ is an achievement of public relations in Nigeria

Answer: Legal recognition

MCQ17: _____ is used to interact with business editors, economic and financial analysts who influence media coverage of the business press.

Answer: Press luncheon

MCQ18: Community relations media include _____.

Answer: Publicity vans and photo exhibitions

MCQ19: The Information Office was renamed Public Relations Office in _____

Answer: 1944

MCQ20: Edward Bernays started his work as public relations practitioner in which year?

Answer: 1913

MCQ21: _____ was the first Public Relations Officer of the University

College Hospital, Ibadan (1956)

Answer: Scott Emuakpor

MCQ22: _____ is not a media of public relations

Answer: Writing

MCQ23: Suppliers relations media make use of _____

Answer: Correspondence

MCQ24: _____ is used to present the organisation's performance to the Stock Exchange, stock brokers; etc to highlight the salient operating practices

Answer: Facts behind the figures

MCQ25: _____ is indispensable to any communications programme that involves public relations

Answer: Mass media

MCQ26: Public relations practitioners cannot raise fund for _____

Answer: None of the above

MCQ27: Communication impact is obtained via

Answer: Experimental studies

MCQ28: Audience in broadcast media cannot be measured by _____

Answer: Hidden camera

MCQ29: _____ is not an employee media relations

Answer: Disciplinary memos

MCQ30: _____ was where the first public relations department was established in the private sector

Answer: United Africa Company

MCQ31: Who described ethics as how we ought to live?

Answer: Socrates

MCQ32: One of the defences to libel suit is _____

Answer: All of the options

MCQ33: _____ is a type of press release

Answer: All of the options

MCQ34: _____ is a factor of press release

Answer: Facts

MCQ35: _____ forms the plank of ethical business conduct

Answer: All of the options