

## Chapter 1—PR Roles and Responsibilities

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### MULTIPLE CHOICE

1. According to Lucien Matrat, creator of an international code of ethics for public relations, the first step in establishing public relations policies is harmonizing the interests of an enterprise with the interests of those on whom its growth depends. What does he say is the next step?
  - a. motivating publics
  - b. putting these public relations policies into practice
  - c. consulting the body of knowledge
  - d. developing a global public relations plan

ANS: B

The correct answer can be found on page 2 of the text.

2. The public relations practitioner serves as an \_\_\_\_\_ between the organization that he or she represents and all of that organization's publics.
  - a. antagonist
  - b. intermediary
  - c. obstacle
  - d. investigator

ANS: B

The correct answer can be found on page 2 of the text.

3. As a management function, public relations involves responsibility and responsiveness in policy and information to the best interests of the organization and its publics.
  - a. True
  - b. False

ANS: A

The correct answer can be found on page 3 of the text.

4. Because public relations is a service-oriented profession, which of the following must be its primary consideration?
  - a. avoiding negative publicity
  - b. the organization's bottom line
  - c. the public interest
  - d. strategic planning

ANS: C

The correct answer can be found on page 4 of the text.

5. Public relations deals with reality, not false fronts.
  - a. True
  - b. False.

ANS: A

The correct answer can be found on page 4 of the text.

6. Which of the following is one of the three main roles of a public relations practitioner?
- independent PR practitioner
  - agency employee
  - staff member
  - All of the above

ANS: D

The correct answer can be found on page 6 of the text.

7. While nonprofit organizations generally pay their PR practitioners less, they offer several advantages. Which of the following is *not* an advantage?
- The nonprofit PR person generally has more freedom in designing PR programs.
  - The nonprofit PR person generally reports to no one.
  - The news media are generally more likely to use publicity information from a nonprofit PR person than from someone working for a profit-making corporation.
  - Because nonprofit PR staffs are generally small, each practitioner is able to experience a greater variety of tasks than someone working in a large PR firm where each individual may be a specialist in one particular category of PR tasks.

ANS: B

The correct answer can be found on page 9 of the text.

8. The public relations practitioner who specializes in financial PR or investor relations generally works most closely with which other corporate officer?
- liaison to the outside accounting firm
  - head of employee relations
  - marketing manager
  - chief financial officer

ANS: D

The correct answer can be found on page 11 of the text.

9. Controlling publics, responding to publics and \_\_\_\_\_ are three functions specifically assigned to public relations practitioners within an organization.
- achieving mutually beneficial relationships between publics and organizations
  - manipulating public opinion
  - achieving a positive organizational image
  - attempting to change an organization's environment

ANS: A

The correct answer can be found on page 13 of text.

10. Who defined public relations as "the management of communication between an organization and its publics"?
- Edward Bernays
  - T. Edward Temple
  - Greenpeace
  - James Grunig

ANS: D

The correct answer can be found on page 13 of the text.

11. The expert prescriber, a self-described role for PR practitioners identified by Glen Broom and George Smith, is:
- a supportive, skills oriented model.
  - a yes-person model.
  - a managerial model.
  - an authoritarian and prescriptive model

ANS: D

The correct answer can be found on page 13 of the text.

12. Although there are perhaps half a dozen self-described roles for PR practitioners, they may be telescoped into just two role categories, which are:
- manager and technician.
  - prescriber and proscriber.
  - descriptive or normative.
  - individual or group.

ANS: A

The correct answer can be found on page 14 of the text.

13. The three main roles of public relations professionals are those of staff member, agency employee or independent practitioner.
- True
  - False

ANS: A

The correct answer can be found on page 6 of the text.

14. Which of the following is a factor in what happens in an organization under the name of public relations?
- the education of the individuals doing public relations work in the organization
  - the type of organization
  - the organization's culture
  - all of the above

ANS: D

The correct answer can be found on page 14 of the text.

15. The problem with adopting the two-way symmetric model of public relations in developing nations is:
- a lack of qualified PR practitioners.
  - a business environment that is very competitive.
  - two-way communication depends on a balance of power between publics and organizations, and this may not exist in developing nations.
  - the culture doesn't have enough hierarchy.

ANS: C

The correct answer can be found on page 15 of the text.

16. Which of the following is one of the values PR brings to an organization?
- The dialogue created by public relations can encourage mutual adjustments between an organization and the society it serves.
  - PR provides useful information to people about various aspects of their lives.
  - PR helps management formulate, advocate and reach sounder objectives.
  - All of the above.

ANS: D

The correct answer can be found on page 16 of the text.

17. The response of business to social issues is too often:
- publicity-seeking.
  - based on economic models.
  - focused on what's good for the public, not necessarily for the business.
  - reactive and defensive rather than proactive and taking the initiative.

ANS: D

The correct answer can be found on page 16 of the text.

18. Social responsibility is widely recognized today as:
- an essential cost of doing business in the USA.
  - globally impossible.
  - a scam to get shareholders to believe their investment is sound.
  - the "green bandwagon" of involvement in environmental issues.

ANS: A

The correct answer can be found on page 17 of the text.

19. When PR practitioners play the role of problem finders and problem solvers or preventers,
- they are dealing with intangible, immeasurable and unpredictable elements of a business.
  - they are engaged in conducting communication audits.
  - they are engaged in propaganda-for-hire.
  - they are identifying issues and communicating the significance and potential for problems of those issues to management.

ANS: D

The correct answer can be found on page 17 of the text.

20. Public relations interprets the policies, statements and activities which contribute to an organization's reputation.
- True
  - False

ANS: B

The correct answer can be found on page 18 of the text

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