

c1

Student: _____

1. Public relations is a _____ function that helps achieve organizational objectives, defines philosophy, and facilitates organizational change.

- A. marketing and promotions
- B. leadership and management
- C. covert and hidden
- D. reactionary and intuitive
- E. media and paid-placement

2. _____ is the oldest and largest professional association serving public relations practitioners.

- A. Internal Association of Business Communicators
- B. Professional Relationship Supporters of America
- C. National Public Relations Organization
- D. Association of Public Information Officers
- E. Public Relations Society of America

3. Public relations has been seen as the planned effort to influence public opinion, generally through _____.

- A. press releases
- B. video news releases
- C. persuasive communication
- D. propaganda
- E. counseling

4. Marketing communication campaigns utilize _____ to introduce products.

- A. product publicity
- B. financial relations
- C. point-of-purchase advertising
- D. social responsibility
- E. internal relations

5. _____ are defined as groups of people who become important to an organization for one reason or another.
- A. Cohorts
 - B. Consumers
 - C. Publics
 - D. Audiences
 - E. Market segments
6. Which of the following is a key public for public relations practitioners?
- A. media
 - B. employees
 - C. governmental officials
 - D. community leaders
 - E. all of these
7. _____ are persuasive efforts to inform people and change their behaviors regarding some public good.
- A. Infomercials
 - B. Press Releases
 - C. Advertisements
 - D. Social marketing programs
 - E. none of the above
8. Government agencies often use the term _____ to delineate public relations.
- A. corporate communication
 - B. public affairs
 - C. propaganda
 - D. marketing communication
 - E. promotional affairs
9. The key difference between advertising and public relations centers around _____.
- A. media selected to carry messages
 - B. audiences for messages
 - C. payment for message placement in media
 - D. employment of research to tailor messages to an audience
 - E. creativity involved in developing messages

10. _____ involves analyzing problems and opportunities, defining goals and the publics, and recommending and planning activities.

- A. Research
- B. Evaluation
- C. Production
- D. Counseling
- E. Programming

11. Which of the following duties/functions outlined in the PRSA booklet *Careers in Public Relations* involves strengthening ties to internal and external constituents?

- A. relationships
- B. information
- C. special events
- D. research
- E. production

12. News conferences, convention exhibits, anniversary celebrations, and tours all fall under the label of _____.

- A. media relations
- B. information
- C. special events
- D. marketing communications
- E. target marketing

13. Public relations practitioners promoting _____ insist that the organization serve in the public interest.

- A. persuasion
- B. marketing communication
- C. social responsibility
- D. employee welfare
- E. media relations

14. One of the most important roles of public relations practitioners is interpreting _____ to management.

- A. public opinion climate
- B. annual reports
- C. media coverage
- D. shareholder confidence
- E. sales plans

15. Public relations leaders spend time gauging the implications that social, political, and economic issues at home and abroad have on maintaining the organization's _____.

- A. market share
- B. stock value
- C. work force
- D. financial stability
- E. long term reputation

16. In multinational corporations, globalization has increased the need for clear, consistent and central corporate messages with adaptation at the _____ level.

- A. local
- B. global
- C. international
- D. community
- E. none of these

17. US organizations spent _____ annually on public relations.

- A. \$5 million
- B. \$15 million
- C. \$500 million
- D. \$1 billion
- E. \$10 billion

18. Within the United States, it is estimated that roughly one-third of all practitioners work in _____.

- A. agencies
- B. politics
- C. corporations
- D. consulting
- E. non-profit

19. _____ of practitioners have passed national accreditation exams administered by the IABC or PRSA.

- A. One-fifth
- B. One-fourth
- C. One-third
- D. One-half
- E. Three-quarters

20. What percentage of PR practitioners are males?

- A. 10 percent
- B. 30 percent
- C. 50 percent
- D. 75 percent
- E. 85 percent

21. _____ are not considered a key audience for public relations efforts.

- A. Activist groups
- B. Media
- C. Employees
- D. Financial analysts
- E. All of these are key audiences

22. Much of the communication stemming from public relations is both persuasive and _____.

- A. purposive
- B. deliberately false
- C. dishonest
- D. None of these
- E. All of these

23. Activist publics should be contacted by practitioners _____.

- A. only after they gain media exposure
- B. as early as possible
- C. once they register with the government
- D. after they stage their first protest
- E. once the name of the leader is known

24. Which of the following is not a name often assigned to public relations?

- A. public affairs
- B. communication
- C. public information
- D. corporate relations
- E. All of these are used

25. Which of the following is not a controlled media?

- A. daily newspaper
- B. corporate newsletter
- C. sales brochure
- D. annual report
- E. organization's website

26. Business scholars often say that management involves doing the right things and making the right choices, whereas _____ involves doing the right things.

- A. activism
- B. leadership
- C. advertising
- D. marketing
- E. None of these

27. Public relations leaders spend much of their time gauging the implications that _____ issues have on maintaining an organization's long-term reputation.

- A. social
- B. political
- C. economic
- D. All of these
- E. None of these

28. Public relations is increasingly becoming the responsibility of _____.

- A. executives
- B. just those people trained in PR
- C. interns
- D. graduates of accredited PR colleges
- E. None of these

29. _____ is the second-largest PR market behind the United States.

- A. Japan
- B. Latin America
- C. Europe
- D. Canada
- E. None of these

30. The average age of PR practitioners has been _____ for the last decade.

A. slowly increasing

B. staying steady

C. rising rapidly

D. decreasing

E. None of these

c1 Key

1. Public relations is a _____ function that helps achieve organizational objectives, defines philosophy, and facilitates organizational change.

- A. marketing and promotions
- B. leadership and management**
- C. covert and hidden
- D. reactionary and intuitive
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Lattimore - Chapter 01 #1

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- A. Internal Association of Business Communicators
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- C. National Public Relations Organization
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Lattimore - Chapter 01 #2

3. Public relations has been seen as the planned effort to influence public opinion, generally through _____.

- A. press releases
- B. video news releases
- C. persuasive communication**
- D. propaganda
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Lattimore - Chapter 01 #3

4. Marketing communication campaigns utilize _____ to introduce products.

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Lattimore - Chapter 01 #4

5. _____ are defined as groups of people who become important to an organization for one reason or another.

- A. Cohorts
- B. Consumers
- C.** Publics
- D. Audiences
- E. Market segments

Lattimore - Chapter 01 #5

6. Which of the following is a key public for public relations practitioners?

- A. media
- B. employees
- C. governmental officials
- D. community leaders
- E.** all of these

Lattimore - Chapter 01 #6

7. _____ are persuasive efforts to inform people and change their behaviors regarding some public good.

- A. Infomercials
- B. Press Releases
- C. Advertisements
- D.** Social marketing programs
- E. none of the above

Lattimore - Chapter 01 #7

8. Government agencies often use the term _____ to delineate public relations.

- A. corporate communication
- B. public affairs**
- C. propaganda
- D. marketing communication
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Lattimore - Chapter 01 #8

9. The key difference between advertising and public relations centers around _____.

- A. media selected to carry messages
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- C. payment for message placement in media**
- D. employment of research to tailor messages to an audience
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Lattimore - Chapter 01 #9

10. _____ involves analyzing problems and opportunities, defining goals and the publics, and recommending and planning activities.

- A. Research
- B. Evaluation
- C. Production
- D. Counseling
- E. Programming**

Lattimore - Chapter 01 #10

11. Which of the following duties/functions outlined in the PRSA booklet *Careers in Public Relations* involves strengthening ties to internal and external constituents?

- A. relationships**
- B. information
- C. special events
- D. research
- E. production

Lattimore - Chapter 01 #11

12. News conferences, convention exhibits, anniversary celebrations, and tours all fall under the label of _____.

- A. media relations
- B. information
- C. special events**
- D. marketing communications
- E. target marketing

Lattimore - Chapter 01 #12

13. Public relations practitioners promoting _____ insist that the organization serve in the public interest.

- A. persuasion
- B. marketing communication
- C. social responsibility**
- D. employee welfare
- E. media relations

Lattimore - Chapter 01 #13

14. One of the most important roles of public relations practitioners is interpreting _____ to management.

- A. public opinion climate**
- B. annual reports
- C. media coverage
- D. shareholder confidence
- E. sales plans

Lattimore - Chapter 01 #14

15. Public relations leaders spend time gauging the implications that social, political, and economic issues at home and abroad have on maintaining the organization's _____.

- A. market share
- B. stock value
- C. work force
- D. financial stability
- E. long term reputation**

Lattimore - Chapter 01 #15

16. In multinational corporations, globalization has increased the need for clear, consistent and central corporate messages with adaptation at the _____ level.

- A.** local
- B. global
- C. international
- D. community
- E. none of these

Lattimore - Chapter 01 #16

17. US organizations spent _____ annually on public relations.

- A. \$5 million
- B. \$15 million
- C. \$500 million
- D. \$1 billion
- E.** \$10 billion

Lattimore - Chapter 01 #17

18. Within the United States, it is estimated that roughly one-third of all practitioners work in _____.

- A.** agencies
- B. politics
- C. corporations
- D. consulting
- E. non-profit

Lattimore - Chapter 01 #18

19. _____ of practitioners have passed national accreditation exams administered by the IABC or PRSA.

- A. One-fifth
- B.** One-fourth
- C. One-third
- D. One-half
- E. Three-quarters

Lattimore - Chapter 01 #19

20. What percentage of PR practitioners are males?

- A. 10 percent
- B. 30 percent**
- C. 50 percent
- D. 75 percent
- E. 85 percent

Lattimore - Chapter 01 #20

21. _____ are not considered a key audience for public relations efforts.

- A. Activist groups
- B. Media
- C. Employees
- D. Financial analysts
- E. All of these are key audiences**

Lattimore - Chapter 01 #21

22. Much of the communication stemming from public relations is both persuasive and _____.

- A. purposive**
- B. deliberately false
- C. dishonest
- D. None of these
- E. All of these

Lattimore - Chapter 01 #22

23. Activist publics should be contacted by practitioners _____.

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- B. as early as possible**
- C. once they register with the government
- D. after they stage their first protest
- E. once the name of the leader is known

Lattimore - Chapter 01 #23

24. Which of the following is not a name often assigned to public relations?

- A. public affairs
- B. communication
- C. public information
- D. corporate relations
- E. All of these are used**

Lattimore - Chapter 01 #24

25. Which of the following is not a controlled media?

- A. daily newspaper**
- B. corporate newsletter
- C. sales brochure
- D. annual report
- E. organization's website

Lattimore - Chapter 01 #25

26. Business scholars often say that management involves doing the right things and making the right choices, whereas _____ involves doing the right things.

- A. activism
- B. leadership**
- C. advertising
- D. marketing
- E. None of these

Lattimore - Chapter 01 #26

27. Public relations leaders spend much of their time gauging the implications that _____ issues have on maintaining an organization's long-term reputation.

- A. social
- B. political
- C. economic
- D. All of these**
- E. None of these

Lattimore - Chapter 01 #27

28. Public relations is increasingly becoming the responsibility of _____.

- A.** executives
- B. just those people trained in PR
- C. interns
- D. graduates of accredited PR colleges
- E. None of these

Lattimore - Chapter 01 #28

29. _____ is the second-largest PR market behind the United States.

- A. Japan
- B. Latin America
- C.** Europe
- D. Canada
- E. None of these

Lattimore - Chapter 01 #29

30. (p. 14) The average age of PR practitioners has been _____ for the last decade.

- A. slowly increasing
- B. staying steady
- C. rising rapidly
- D.** decreasing
- E. None of these

Lattimore - Chapter 01 #30

c1 Summary

<u>Category</u>	<u># of Questions</u>
Lattimore - Chapter 01	30