



# UNIVERSITY OF MINES AND TECHNOLOGY, TARKWA

## SECOND SEMESTER EXAMINATION, MAY 2019

**COURSE NO:** GM/GL/MN/MR/PE/ES/MC/EL/MA/CE 352

**COURSE NAME:** PUBLIC RELATIONS

**CLASS:** GM/GL/MN/MR/PE/ES/MC/EL/MA/CE III **TIME:** 3 HRS

Name: \_\_\_\_\_ Index Number: \_\_\_\_\_

**Answer all questions in the in the answer booklets**

### SECTION A [20 Marks]

**Answer all the questions in this section**

*NB: Any answer cancelled will be considered as a wrong answer. Therefore, think carefully before you select your answers in this section.*

1. "Public relations" can be defined as
  - A. A collection of techniques for persuading people to buy products they don't need.
  - B. A planned and continuous communication to provide information about an organisation, issue or product to the public.
  - C. A collection of techniques for persuading news organisations to give space or time to people or products that are not inherently newsworthy.
  - D. Planned and continuous communication to obscure the inadequacies of an organisation or product.
2. One of the following figures did not contribute to the Ancient forms of Public Relations.
  - A. Ptah-hotep
  - B. Aristotle of Athens
  - C. John the Baptist
  - D. Julius Caesar
3. Ivy Lee managed to improve public opinion of the Rockefeller's striking miners and the public by
  - A. Convincing John D. Rockefeller to accept the establishment of a union.
  - B. Having him establish college funds for the miners' wards.
  - C. Staging events where John D. Rockefeller socialized with the miners.
  - D. Having John D. Rockefeller issue a public apology about the strikers who were killed by the company's guards.
4. Which of the three PR definitions examined makes PR a tangible activity?
  - A. The Mexican Statement
  - B. The IPR definition
  - C. Jefkin's definition
  - D. Barney's definition
5. The expression 'Analysing trends' simply means conducting a/an
  - A. Opinion polls
  - B. Image studies
  - C. Marketing research
  - D. Appreciating the situation
6. Specific groups of people who are the targets of services from public relations professionals are called
  - A. Practitioners
  - B. Publics
  - C. Buyers
  - D. Victims
7. Specialists, drivers, equipment operators and union representatives are examples of
  - A. Consumer publics
  - B. Non-management staff
  - C. Employee publics
  - D. Middle-level staff

8. .... is the image of UMaT itself rather than its products or services.
- A. Multiple image  
B. Wish image  
C. Current image  
D. Corporate image
9. Advertising, by its very nature, tries to ..... something.
- A. Force  
B. Persuade  
C. Trick  
D. Cajole
10. Which area of public relations deals with disseminating information to the investment world about the performance of a company?
- A. Community relations  
B. Crisis-management relations  
C. Financial relations  
D. Investment relations
11. Which of the following is not true about *budgeting*?
- A. PR consultancy is hourly rated.  
B. PR costs are small.  
C. Commissions and consultancies are paid by the client.  
D. PR expenditure is mostly on labour.
12. When a company's publics show unfriendly or aggressive behaviour towards its staff or products it can be corrected with
- A. Knowledge  
B. Acceptance  
C. Sympathy  
D. Interest
13. The PRO's created private media includes
- A. Television  
B. Slides  
C. Radio  
D. Newspaper
14. Which of the following is not a personal qualification of a good PR practitioner?
- A. He/She should not be a teacher but a crusader.  
B. He/She should not agree automatically with authorities.  
C. He/She must have courage and integrity.  
D. He/She must have intellectual maturity and sound judgement
15. Which of the following is not one of the causes of prejudice?
- A. Social influence  
B. Laziness  
C. Religion  
D. Education
16. The methods the UMaT PRO will use to appreciate a situation will not include
- A. State and effect of the media  
B. Press cutting  
C. Image survey  
D. Opinion poll
17. Which of the following does not belong to the group?
- A. Work Visit Organiser  
B. Press Officer  
C. Organizing Secretary  
D. Photographer
18. Propaganda
- A. is inconsistent with contemporary public relations' emphasis  
B. has a negative connotation and is rarely cited as a public relations  
C. is the generation of more or less automatic responses to given symbols  
D. all of the above
19. The difference between the in-house PR Manager and PR Consultant's budget is that
- A. The in-house PR Manager's budget is always bigger than the PR Consultant's  
B. The PR Consultant's budget is plus his fees  
C. The in-house PR Manager's budget is plus his fees  
D. The PR Consultant's budget does not include labour cost
20. The advantage of using radio advertising is to
- A. Control message.  
B. Reach target market.  
C. Cheap and effective.  
D. Reinforce print campaign.

## SECTION B (TRUE OR FALSE) [10 Marks]

Answer all the questions in this section.

*NB: A wrong answer attracts a deduction of half a mark in this section.*

21. Television is one of the traditional media.
22. The PR manager must agree automatically with the organisation's authorities.
23. The selective method invites haphazard, intangible PR.
24. John D. Rockefeller hushed up the facts about the railroad accidents.
25. The ultimate aim of PR is to create a favourable image.
26. The value management places on public relations can determine the size of the in-house PR department.
27. When we fail to define publics, only funds will be scattered indiscriminately.
28. Public relations is a one-way street in which leadership manipulates the public.
29. The budget of a PR consultancy service will be based on hourly rate.
30. House journals are also referred to as commercial press.
31. The PR manager is the head of the PR department.
32. Editing and producing external journals is not an activity of the PR department.
33. In the print media the cost of the space for an advert depends on the circulation figures and the readership.
34. Both PR and advertising use the self-created media.
35. The department that gives a newspaper its character is the editorial department.
36. Radio is more instantaneous whereas TV programmes often have to be filmed later.
37. Magazines, newspapers, newsletters and wall newspapers are types of house journals.
38. Customer complaints are one of the means for appreciating the situation.
39. The six-point planning model in PR includes the PR Transfer Process.
40. Radio requires both the physical attractiveness of the presenter as well as the voice.

## SECTION C [10 Marks]

Answer all the questions in this section.

**Select the correct technical words from the following words to complete the sentences below.**

*Answers: media, effort, crisis, information, coal mines, target, programmes, cohesive, identity, tools, community, favourably, good, methods, target, psychologists, disseminate, conditions, news releases, organisation.*

41. Public relations describes the various (1) ..... a company uses to (2) ..... messages about its products or services.
42. The point of public relations is to make the public think (3) ..... about the company and its offerings.
43. Commonly used (4) ..... of public relations include (5) ..... press conferences, speaking engagements and community service (6) .....
44. Public relations activities ensure the correct flow of (7) ..... between the organisation and its publics also called its (8) ..... audience.
45. According to Ivy Lee, the (9) ..... must act by performing (10) ..... Good relations with the (11) ..... are a pre-requisite for successful organisations.
46. Ivy Lee advised Rockefeller to visit the (12) ..... and talk to the miners.

47. Rockefeller spent time listening to the (13) ..... of the miners, improved their (14) ..... , danced with their wives, and became a hero to the miners.
48. (15) ..... is a dramatic change, usually for the worse and is always the subject of intense (16) ..... interest.
49. Sigmund Freud pointed out that individuals in any (17) ..... organisation (18) ..... with the ego ideal of the leader.
50. Industrial (19) ..... have long known that, people, if they have any choice in the matter, will not work for an organisation when they disapprove of its (20) .....

**SECTION D [20 Marks]**

**Answer all the questions in this section in your answer booklet. Your answers should be precise and concise.**

1. State two differences between the Sophist and Socratic methods of public relations practice. **[2marks]**
2. Copy and complete the publics of the following products and services: **[2marks]**

<b>Product/Service</b>	<b>Public</b>
Food vendors	.....
Surveyors	.....
Beauty salon	.....
Lawyers	.....
3. State the three principles of Public Relations proposed by Ivy Lee. **[3marks]**
4. Explain in one sentence what the following areas of communication deals with: **[2marks]**
  - (i). Media relations and (ii). Management-employee relations
5. Using two examples each, distinguish between employee publics and consumer publics. **[3marks]**
6. In two sentences, state the distinction between radio and television. **[2marks]**
7. State two factors that determine the size of an in-house PR department. **[2marks]**
8. Under what two conditions are in-house PR department useful to organisations? **[2marks]**
9. What is the difference between corporate image and multiple image? **[1 mark]**
10. State two qualities of a good PR practitioner. **[1 mark]**

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