



UNIVERSITY OF MINES AND TECHNOLOGY, TARKWA

SECOND SEMESTER EXAMINATIONS, APRIL 2011

COURSE NO: MN/MR/MA/MC/EL/GM/GL 352

COURSE NAME: PUBLIC RELATIONS

CLASS: BSc III

TIME: 3 HOURS

Name: _____ Index Number: _____

Answer Sections A, B and C on the question paper.

SECTION A (20 marks)

Answer all the questions in this section.

OBJECTIVES

Do not cancel any answer you select in this section. Any answer cancelled will be considered as a wrong answer. Therefore, think carefully before you circle the correct answer.

- The attempt to break the old "them and us" or management versus trade union tag of war which was destroying industry led to the growth of
A. financial relations B. distributor relations C. management-employee relations D. corporate public relations
- The evolving of public relations contingency plans to deal with disasters by organisations like the energy industries (like the one that has occurred in Japan) is termed
A. customer relations B. crisis public relations C. industrial relations D. corporate public relations
- The business of public relations is basically to
A. sell organisations to their publics B. create favourable image of organisations
 C. establish relations with the publics D. solve crisis
- Which of these expressions in the Mexican statement indicates that public relations is a two-way street?
 A. "organisation's and the public interest" B. "counselling organisation leaders"
C. "implementing planned programmes" D. "analysing trends"
- Who said "Public relations is not a one-way street in which leadership manipulates the public and public opinion?"
 A. Edward Barney B. Rex Harlow C. Frank Jefkins D. Bill Rivers
- Who is often said to be the father of public relations?
A. Edward Barney B. Ivy Lee C. Frank Jefkins D. Rex Harlow
- The audiences that the public relations practitioner selects as the most important for any communication effort is his/ her
A. consumer publics B. employee publics C. opinion leaders D. priority publics
- presents the most persuasive possible selling message to the right prospects for the product or service at the lowest cost.
A. Public relations B. Marketing C. Sales promotion D. Advertising
- When public relations is applied to marketing strategy, it known as
A. publicity B. sale promotion C. commercial business D. market education

10. Which of these communications deals with all facets of commercial business?
 A. public relations B. marketing C. advertising D. publicity
11. Who said that individuals in any cohesive organisation identify with the ego of the ideal leader?
 A. Rex Harlow B. Bill Rivers C. Sigmund Freud D. Ivy Lee
12. The desired image is also known as
 A. current image B. wish image C. mirror image D. multiple image
13. Which of these images is highly affected by how little or how much the public know.
 A. current image B. wish image C. corporate image D. mirror image
14. Which of the six-point planning model can also be referred to as PR audit?
 A. definition of public B. assessment of results C. appreciation of the situation D. planning of PR budget
15. Which of the following falls under traditional media?
 A. private exhibition B. house journal C. educational literature D. radio
16. The process of converting the four negative attitudes into their corresponding positive ones is referred to as
 A. market education B. PR counselling C. image survey D. PR transfer process
17. Under the PR budget fixed costs like rent and insurance and variable costs such as telephone bills and client liaison are placed under
 A. office overheads B. expenses C. materials D. labour
18. Which of the following departments of the publishing houses is also referred to as the marketing department?
 A. The Advertisement Department B. The Circulation Department C. The Editorial Department D. The production Department
19. Which of the following departments gives the journal its character?
 A. The Advertisement Department B. The Editorial Department C. The Production Department D. The Circulation Department
20. An organisation, corporate body, individual or a group of individuals which retains the professional service of a PR consultancy is the
 A. In-house PR manager B. servicer C. client D. adviser

SECTION B (20 Marks)

TRUE OR FALSE

Answer all questions in this section.

Do not cancel any answer you select in this section. Any answer cancelled will be considered as a wrong answer. A wrong answer attracts a deduction of half a mark in this section. Therefore, think carefully before you circle the correct answer.

21. Public relations serves as the anvil against which management's moral problem can be hammered. T or F
22. In public relations priority publics can sometimes be described as the target publics. T or F
23. Good relations with the community is pre-requisite for successful organisation. T or F
24. Under employee publics, management or upper-level publics include union representatives. T or F
25. Publicity is a result. T or F
26. Employees attitudes often quite represent accurate conception of an organisation's image. T or F

activity is referred to as the
A. customer B. practitioner client D. publics

23. In drawing a Public Relations budget..... is normally covered by salaries, unless outside help is engaged.

time B. editing C. writing D. postage

24. Local journalists who cover stories for other newspapers are often referred to as

A. Contributors B. Foreign Correspondents C. Feature Writers Stringers

25. The management process responsible for identifying, anticipating and satisfying customer requirements profitably is technically called

A. Publicity B. News Media C. Public Relations Marketing

26. The act of making information known is termed

A. news release B. trade propaganda publicity D. apathy

27. Which of the following are normally fixed costs of rent, rates, insurance, etc?

A. materials B. Expenses Office overheads D. computing charges

28. Outside writers who are commissioned directly to supply articles, regular features or short stories are called

A. News Agents B. Foreign Correspondents Contributors D. Picture Agents

29. The journalist's first responsibility is to the

A. Public Relations Manager Publisher C. Client D. Reporter

30. In Public Relations, the object of press relations is to create knowledge and

A. gain favour B. please the employer C. please the publics understanding

SECTION B

Answer all the Questions in this section. You will be punished for grammatical faults in this section. Your answers should be precise and concise.

31. State the Mexican Statement. (2 marks)

32. What is the multiple image? (2 marks)

33. State four reasons for planning a PR budget. (2 marks)

34. State the three factors that determine the size of Public Relations departments. (3 marks)

35. What are the Public Relations Manager's fourfold specialist tasks? (2 marks)

36. State four advantages of an in-house public Relations department. (2 marks)
37. What are the disadvantages of appointing a Public Relations consultancy? (2 marks)
38. What are the elements of the six-point planning model? (3 marks)
39. What is the Public Relations transfer process? (3 marks)
40. Suggest four likely Public Relations objectives for any organization of your choice. (2 marks)
41. Why should the Public Relations Manager plan his or her programme? (2 marks)
42. What is meant by 'appreciation of the situation'? (2 marks)
43. What is publics? (2 marks)
44. State four things that would happen if the publics were not identified. (2 marks)
45. List four publics for a motor-car manufacturer. (2 marks)
46. List three differences between radio and television. (3 marks)
47. State the four reasons for planning Public Relations budget. (2 marks)
48. List four media available to the Public Relations Officer. (2 marks)

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SECOND SEMESTER EXAMINATIONS, MAY 2005

COURSE NO: MR, MN, MC, GM, GL, EL 352

COURSE NAME: PUBLIC RELATIONS

CLASS: B.Sc. III

TIME: 2 HOURS

SECTION A

Answer all questions in this section. Do not cancel your selected answers. Any answer cancelled will be considered as a wrong answer. A wrong answer will attract a deduction of onemark, Select only the letter by the right answer.

1. Which of the following persons is credited with the introduction of professional Public Relations in industry?

A. Frank Jenkins B. Theodore Roosevelt C. Edward White D. Ivy Lee

2. Who or which group defined public Relations as "... consists of all forms of planned communication, outwards and inwards, between an organization and its publics for the purpose of achieving specific objectives concerning mutual understanding?"

A. The Mexican Statement B. Frank Jefkin C. IPR D. Alan Scott

3. Public Relations is primarily aimed at creating

A. mutual understanding B. a favourable image C. a good impression D. a polished image

4.presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.

A. Marketing B. Sales promotion C. Public Relations D. Advertising

5. In Marketing, Public Relations is sometimes referred to as

A. investment campaign B. investment education C. market education D. marketing mix

6.is the means of gaining support for an opinion, creed or belief

A. Sales promotion B. Propaganda C. Publicity D. Advertising

7. Which of the following forms of communication is liable to invite suspicion?

A. Propaganda B. Public Relations C. Marketing D. Publicity

8. Which of the following brings the producer closer to the customer?

A. Publicity B. Merchandising C. Sales Promotion D. Advertising

9. The image held by people outside the organization is known as

A. the wish image B. the multiple image C. the mirror image D. the current image

10. Advertising agencies basically receive their income from

A. promotions B. selling C. copywriting D. commissions

- 11 The most important factor that the Public Relations Manager considers when drawing his budget is
- A. media B. making of videos C. Propaganda D. working hours
- 12 The image leaders of an organization believe people outside have of the organization is called
- A. the wish image B. the mirror image C. the current image D. favourable image
13. A good or bad publicity that a public figure enjoys may result in a good or bad
- A. wish image B. favourable image C. current image D. mirror image
- 14 When a company begins to spend a lot of money on advertising, the best thing to do is
- A to appoint an advertising agency B. to set up an internal Public Relations Department
- C. to hire the service of a Public Relations Consultant D. to set up a Publicity Department
- 15 Pick the odd member from the following
- A. Photographer B. Work Visit Organizer C. Press Officer D. Publicity Officer
- 16 Which of the following titles refers to any Public Relations person?
- A. Public Relations Practitioner B. Director of Communications C. Communications Officer
- D. Communications Manager
- 17 Which of the following is one of the A to Z work undertaken by Public Relations Department?
- A. advertising B. marketing C. training PR staff D. sales
- 18 The provision of specified technical and creative services by an individual or a group of individuals, qualified to do so by reason of experience and training, and having a legal corporate identity registered for the purpose of business is termed as
- A. Client B. PR Consultancy C. PR Service D. Advertising Agency
- 19 The term "retainer" denotes
- A. a token fee paid to an adviser B. a fee paid for a short-term service C. a project fee D. an engagement fee.
- 20 The groups of people, internally and externally, with whom an organization communicates are its
- A. clients B. customers C. publics D. consumers
- 21 The difference between the budgets of the Internal Public Relations and Public Relations Consultancy is/ are
- A. the human resource used B. profit C. salaries D. on the time
- 22 An organization, corporate body, individual or group of individuals which retains the professional services of a Public Relations Consultancy for an agreed project of advice or

27. Every organisation has an image. ~~T~~ or F
28. The wish image of an organisation is often based on fantasies. T or ~~F~~
29. According to Charles W. Pine, one of the personal qualifications of a good public relations practitioner is that he should be a crusader. T or ~~F~~
30. Setting targets is one of the fourfold specialist tasks of the PR manager. ~~T~~ or F
31. The PRO must be a prolific producer of new ideas. ~~T~~ or F
32. Under the PR budget out-of-pocket expenses such as fares fall under Office Overheads. T or ~~F~~
33. Under improving internal communication, walk on the job is classified under multi-media. T or ~~F~~
34. One of the characteristics of TV is that programmes can be organised quickly and inexpensively. T or ~~F~~
35. Advertising is used by all organisations. T or ~~F~~
36. Marketing like PR is a management level tool. ~~T~~ or F
37. Selection of media and technique is one of the six-point PR planning model. ~~T~~ or F
38. One of the A to Z work undertaken by the PRO is setting targets for PR programmes. T or ~~F~~
39. The goal of PR is to create a favourable image. T or ~~F~~
40. According to Ivy Lee good words not backed by good deeds is bad PR. T or T

SECTION C

SECTION C (20 Marks)

Answer all the questions in this section.

Select the correct technical words from the following words to complete the sentences below.
funds, outside, attractiveness, communication, consultancies, propaganda, communicates, space, support, effort, time, intimacy, sustained, current, management, agencies, maintain, publics, organisation, requirement.

41. Propaganda is the means of gaining support for an opinion, creed or belief.
42. Advertising is media air time or space purchased to display a message prepared or approved by the purchaser.
43. Public relations is the planned and sustained effort to establish and maintain mutual understanding.
44. Public relations encompasses the total intimacy of any organisation.
45. Publics are those groups people, internally and externally with whom an organisation communicate.
46. If PR manager fails to define his/her publics agencies and funds will be scattered indiscriminately in an attempt to reach too many publics.
47. Advertising agencies and public relations consultancies may be remunerated differently.
48. Radio has the communication of the human voice and the attractiveness of the broadcaster's voice is very important.
49. Marketing is the management process responsible identifying, and satisfying customer requirements profitably.
50. The current image is the one held by people outside the organisation.

SECTION D (40 Marks)

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

1. Briefly explain what multiple image means. (5 marks)
2. State the Mexican Statement of 1978. *any 3 or definition* (3 marks)
3. State and explain 5 advantages of the PR Consultancy (5 mark)
4. What are the reasons for budgeting? (5 marks)
5. Under what conditions are PR consultancies useful to organisations? (4 marks)
- ✓ 6. State and explain 5 weaknesses of the in-house PR manager. (5 marks)
7. Draw and label to show the possible staffing for a PR department in a large manufacturing company. (5 marks) *drawn*
8. What are the *fourfold* specialist tasks of the PR manager? (4 marks) *responsibilities of PR manager*
- ✓ 9. State two differences between PR and sales promotion. (2 marks) *any other*
- ✓ 10. State any two reasons for the PR manager defining or identifying his/her publics. (2 marks) *to explain*

Kakraba Dakubu

SECTION C (40 Marks)

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

1. Quote the IPR definition of public relations. (2 marks)
2. State four major differences between public relations and advertising (2 marks)
- + 3. What is public relations transfer process? (4 marks)
4. State the four major images in public relations (2 marks)
5. Explain in concise and precise terms any 2 of the images (4 marks)
6. State four qualities that make a good PR practitioner. (2 marks)
7. What is meant by defining your publics? (1 mark)
8. State the major reasons for defining the publics. (4 marks)
- * 9. Why do we plan PR programmes? (2 ½ marks)
- * 10. State the fourfold specialist task of the PR Manager (2 marks)
- * 11. What are the disadvantages of an in-house PR Manager? (2 ½ marks)
12. State two weaknesses of the PR Consultant. (2 marks)
- * 13. What is the importance of budgeting? (2 ½ marks)
14. State five ways the PR Manager can co-operate with management (4 marks)
15. What are the major differences between radio and television? (4 marks)
16. What is the difference between the in-house PR Manager and the PR Consultant's budget? (1 mark)