

UNIVERSITY OF MINES AND TECHNOLOGY, TARKWA

SECOND SEMESTER EXAMINATIONS, MAY/JUNE, 2012

COURSE NO: CE, EL, GL, GM, MA, MN, MR, MC, PE 352
COURSE NAME: Public Relation
CLASS: CE, EL, GL, GM, MA, MN, MR, MC, PE III
TIME: 3 HOURS

Name: _____ Index Number: _____

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SECTION A (20 Marks)

ACKON

Answer all the questions in this section.

OBJECTIVES

Circle the correct answer on the question paper. 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.

1. consists of short-term incentives to encourage the purchase or sale of a product or service.
 - A. A patronage reward
 - B. Advertising
 - C. Publicity
 - D. Sales promotion

2. Advertising, sales promotion, packaging, labelling, public relations are all part of _____.
 - A. market education
 - B. marketing mix
 - C. advertising
 - D. propaganda

3. Lobbying, or building and maintaining relations with legislators and government officials to influence legislation and regulation, is part of _____.
 - A. public relations
 - B. a mass market strategy
 - C. press agencies
 - D. outdated business ethics

4. is the management process responsible, anticipating and satisfying customer requirement.
 - A. Propaganda
 - B. Marketing

- C. Human Resource Management
- D. Press Relations

5. Advertising, by its very nature, tries to..... something.

- A. force
- B. trick
- C. persuade
- D. cajole

6. Propaganda

- A. has a negative connotation and is rarely cited as a public relations
- B. is the generation of more or less automatic responses to given symbols.
- C. is inconsistent with contemporary public relations' emphasis
- D. All of the above

7. What are the advantages of using radio advertising?

- A. Reaches target market
- B. Reinforces print campaign
- C. Cheap and effective
- D. Controlled message

8. Public Relations Department within an organisation goes by so many names. The most common name is

- A. Corporate Communication/Communication Department
- B. Public Affairs Department
- C. Marketing Communication
- D. Public Relations Department

9. Public Relations counselling firms offer a variety of services, such as crisis management. Which of the following defines crisis management?

- A. Management is counselled on ways to achieve official and public support for a community project.
- B. Promotion of products and services through news releases, feature stories and media tours.
- C. Management is counselled on what to say and do in an emergency such as oil spill or product recall.
- D. Top executives are coached on public affairs activities, including personal appearance.

10. Which of the following is not an advantage of Public Relations consultancies

- A. Variety of skills and expertise
- B. Objectivity
- C. Full time commitment to client
- D. Special problem- solving skills

11. When working in, public relations professionals work with the same client all the time, get to know the organisation very well, but the work can be tedious.

- A. Neither Public Relations consultancy nor the in-house Public Relations department.
- B. Public relations consultancy.
- C. Both in- house public relations department and PR consultancy.
- D. In- house PR department.

12. The public that PR professionals serve through company newsletters, social events, and internal and external recognition of superior performance is

- A. Employee
- B. Stockholder
- C. Community
- D. The media

13. Which of the following is NOT a method for assessing the success of PR?

- A. Media coverage and tone.
- B. Cost-benefit analysis
- C. Awareness.
- D. Non of the above

14. 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 fee
- C. the in- house PR Manager's budget is plus his fee

- D. the PR Constant's budget does not include labour cost
15. A group of people with which the organisation needs to communicate is called:
- A. a public.
 - B. a focus group.
 - C. a target audience
 - D. a PR group
16. Which of these is mostly fixed cost of rent, rates, etc?
- A. Labour
 - B. Office overheads
 - C. Expenses
 - D. Materials
17. Which of the following communications is often mistaken for PR because it brings the producer closer to the customer?
- A. Marketing
 - B. Propaganda
 - C. Publicity
 - D. Advertising
18. Variable cost such telephone bills fall under
- A. Expenses
 - B. Materials
 - C. Office overheads
 - D. Labour

19. Which definition sees PR as both inward and outward communication?
- A. The IPR definition
 - B. The Mexican Statement
 - C. Jefkin's definition
 - D. Rex Harllow's definition
20. The image people in an organisation believe to be the impression outsiders have of the organisation is known as
- A. current image
 - B. desired image
 - C. multiple image
 - D. mirror image

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. The department that gives a newspaper its character is the editorial department. T or F
22. PR is completely hostile to advertising. T or F
23. When a company begins to spend a lot of money on advertising, it is wiser to create an advertisement department. T or F
24. Customer complaints are one of the means for appreciating the situation. T or F
25. Both Advertising and Public Relations use spoken words as self created private

medium. **T or F**

26. The value management place on public relations can determine the size of the in-house PR department. **T or F**

27. Another method for selecting a PR Consultant is the Comparative Method. **T or F**

28. The result of a PR programme must be tangible. **T or F**

29. The size of an in-house Public Relations Department depends solely on its publics. **T or F**

30. Arranging press radio and television interviews is one of the A to Z work of the Public Relations Officer. **T or F**

31. Private exhibition is an example of traditional media. **T or F**

32. The result of publicity may be uncontrollable and may be good or bad. **T or F**

33. "When I came to the United States (from war), I decided that if you could certainly use propaganda for war, you could certainly use it for peace," was said by Ivy Lee the father of Public Relations. **T or F**

34. Every organisation needs to define its own community publics. **T or F**

35. Public relations is a one-way street in which leadership manipulates the public. **T or F**

36. The PR Manager must agree automatically with the organisation's authorities. **T or F**

37. The six-point planning model in PR includes planning of budget. **T or F**

38. Organizations do not have to create their own private media. **T or F**

39. When the product or service is excellent, and everything about the marketing strategy is perfect, it does not matter whether people hate the company or the product, the product will succeed. **T or F**

40. Television is one of the traditional media. **T or F**

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.

Crisis, maintain, profession, company, psychologists, pre-requisite, relationship, talk, priority, encompasses, effort, good, propaganda, communications, media, cohesive, community, management, image, identify.

41. Ivy Lee defined Public Relations saying: Public Relations means the actual
.....of the company to the people and that relationship involves
more than.....

42. According to Ivy Lee, the must act by performing
deeds.

43. Harold Lasswell explained in 1928, "Public Relations" was a term used as a way of
shielding the..... from all ill repute increasingly associated with the
word

44. Public Relations the totalof any
Organisation.

45. Good relations with the..... are a
for successful organisations.

46.is a dramatic change, usually for the worse and is always the
subject of intense..... interest.

47. According to Rex Harlow, Public Relations is the distinctive.....

function which helps establish and mutual lines of communication.

48. In any event, the group considered most important for a communication are called the target audience or publics.

49. Sigmund Freud pointed out that individuals in any organisationwith the ego ideal of the leader.

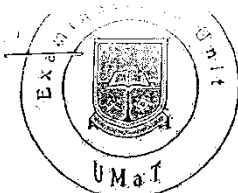
50. Industrial have long known that, people, if they have any choice in the matter, will not work for an organisation when they disapprove of its
.....

SECTION D (40 marks)

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

1. State the three principle of PR proposed by Ivy Lee. 3 mks
2. State 4 qualities of a good PR practitioner. 2 mks
3. Distinguish between mirror image and current image. 3 mks
4. In what ways is Frank Jefkin's definition of PR an extension of the IPR definition? 6 mks
5. What is PR audit? 2 mks
6. State the four-fold specialist tasks of the PR manager. 4 mks
7. Under what 4 conditions are in- house PR department useful to organisations? 4 mks
8. State 4 differences between PR and advertising. 4 mks
9. What is PR Transfer Process? 4 mks
10. Using the operations of Ghana Manganese Company, Nsuta and Goldfields Ghana, Tarkwa as your practical examples, explain why you agree that the special PR requirement of an organisation can determine the size of the in- house PR Department department. Your answer should not be more than one page. 8 mks

Alexander Dakubo Kakraba and Erasmus Arhinful



Name: _____ Index Number: _____

SECTION A

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.

- 1. Rex Harlow's definition of public relations is a distillation of different definitions.
 A. 274 B. 464 C. 742 D. 472
- 2. Rex Harlow's cumbersome definition of public relations was reached in
 A. 1976 B. 1967 C. 2007 D. 1667
- 3. Which of the following definitions of public relations indicates that PR involves both internal and external communications?
 A. Jefkin's definition
 B. The IPR definition
 C. Harlow's definition
 D. The Mexican statement
- 4. The Mexican Statement which resulted from an international conference in Mexico City was in
 A. 1690 B. 1990 C. 1978 D. 1798
- 5. "Public relations is not a one-way street in which leadership manipulates the public and public opinion." Who said this?
 A. Ivy Lee B. Rex Harlow C. David Finn D. Barney
- 6. Which of the following is one of the eight basic publics?
 A. Management
 B. B. Secretary
 C. upper-level administrators
 D. The community
- 7. In any event the group of people considered most important for a communication effort are called
 A. Publics B. target audience C. Employees D. counsellors

8. According to _____, when functioning well, PR acts as the anvil against which management's moral problems can be hammered.
 A. David Finn B. Frank Jefkin C. Rex Harlow D. Bill Rivers
9. The first step of the six-point planning model in PR is
 A. Definition of objectives
 B. assessment of result
 C. appreciation of the situation
 D. definition of publics
10. The attack on certain breakfast foods in the USA for their lack of nutritional value was an expression of _____.
 A. Hostility B. Prejudice C. Ignorance D. apathy
11. Which of these media is exclusively used by the PRO?
 A. Television B. Slides C. Radio D. newspapers
12. The short-term schemes, usually at the point-of-sale used to revive or increase sales is _____.
 A. Marketing B. Propaganda C. sales promotion D. market education
13. The image people in an organisation believe to be the impression outsiders have of the organisation is known as _____.
 A. current image B. desired image C. multiple image D. mirror image
14. In the PR transfer process, ignorance must be transferred into _____.
 A. Sympathy B. Knowledge C. Interest D. acceptance
15. Pick out the odd item from the following _____.
 A. Photographer
 B. potential employees
 C. press officer
 D. house journal editor
16. _____ is an organisation, a corporate body, individual or group of individuals which retains the professional service of a public relations consultancy.
 A. A PR agency B. A client C. A publics D. A priority publics
17. The best method for shopping for a PR consultant is the _____ method.
 A. Selection B. Bidding C. Competitive D. research
18. The difference between the in-house PR manger and the PR consultant's budget is as a result of _____.
 A. the time the consultant spends on the job
 B. the calibre of resource persons the consultant uses
 C. the fact that the consultant is considered as a specialist
 D. the fee the consultant charges

Which of the following falls under materials in the PR budget?

- A. Lighting B. Cleaning C. Postage D. salaries of staff

20. Which of the following departments of the media house will the PR manager send his PR material for publication?

- ~~A.~~ Editorial department
B. advertisement department
C. circulation department
D. Advertising Department

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. The department that gives a newspaper its character is the editorial department. ~~T~~ or F
22. PR is completely hostile to advertising. T or ~~F~~
23. Client liaison does not fall under Office Overheads in the PR budget. T or ~~F~~
24. The in-house PR manager has the problem of divided loyalties. T or ~~F~~
25. Employees' attitudes do not often represent accurate conception of an organisation's image of itself. T or ~~F~~
26. Customer complaints is one of the means for appreciating the situation. ~~T~~ or ~~F~~
27. There is no free advertising. ~~T~~ or F
28. Marketing deals only with external publics. T or ~~F~~
29. The wish image is a favourable image. T or ~~F~~
30. Falsifying image is a legitimate task of the PRO. T or ~~F~~
31. An image cannot be created, it can be only what it is. ~~T~~ or F
32. A company's financial success and stability contributes to its corporate image. ~~T~~ or F

33. Radio is one of the created private media. T or F
34. An advertising campaign of product without pre-selling PR can fail. T or F
35. The traditional media include exhibition. T or F
36. When a company begins to spend a lot of money on advertising, it is wiser to create an advertisement department. T or F
37. The PR practitioner can discuss editorial matters with only the editor of a newspaper. T or F
38. A crisis may occur as a result of an act of God. T or F
39. In the event of a crisis, the PRO must keep company employees informed. T or F
40. All organisations use PR. T or F

SECTION C (20 Marks)

Answer all the questions in this section.

Put in the correct technical words to complete the sentences below.

41. In addition to sound, television has movement, vision and colour.
42. Crisis can be defined as a dramatic change, usually for the worse.
43. Good, open two-way communication enables staff to feel as part of the organisation.
44. Public relations consists of all planned communications, inwards and outward between an organisation and its public for the purpose of achieving a specific objective concerning mutual understanding.
45. Opinion Leaders are people who express opinions which may help or harm an organisation.
46. Sigmund Freud pointed out that individuals in any cohesive organisation identify with the ego ideal of the leader.
47. According to Harry Levinson, every organisation has an image.
48. Public relations transfer process seeks to convert four negative attitudes into their corresponding positive ones.

The PR practitioner is more of an all-round, a communicator, advisor and advised campaign planner.

50. The difference between the competitive and selective method is that the first can be a gamble, while the second is sound business.

SECTION D (40 Marks)

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

51. State the *three* factors that determine the size of the PR department. [3 marks]

- A. Value placed on PR by management
- B. Size of organisation
- C. Special PR requirements of the org.

52. State *five* personal qualities of a good PR practitioner. [5 marks]

- A. A teacher not a crusader
- B. A good writer
- C. a gift of human understanding
- D. Ability to express himself and to listen
- E. Have courage and integrity and able to take bold decisions.

53. Why does the PR practitioner define his publics? [4 marks]

- A. To identify all groups of people relative to PR programs
- B. Select media & technique
- C. To select priorities within the scope of the budget
- D. To prepare message to be acceptable & effective

54. State the Mexican Statement. [2 marks]

It is the art and social science of analysing trends, predicting the consequences, counselling organisational leaders and implementing planned programme action which will serve both organization and its public interest.

55. State 4 significance of the PR practitioner's budget. [8 marks]

- i. To know what it will cost to carry out a PR programme
- ii. Alternatively, to know what sort of programme can be carried out for a given sum of money
- iii. Having agreed a programme and its estimated cost, the budget provides a checklist of tasks which have to be performed. These can then be organised in the form of a timetable
- iv. The budget sets a discipline for both under expenditure and over-expenditure for it is not necessary to spend as planned, as it is to control excessive expenditure.

56. What are the fourfold specialist tasks of the PR manager? [4 marks]

- a. Establish and maintain a good image
- b. Monitor outside opinion and convey this intelligence to management
- c. To advise management on communication problems
- d. To inform public about policies.

57. State four recommendations you will make to a PR practitioner handling an emergency or crisis. [4 marks]

- i. He has to seek all available information and determine whether it will be necessary to establish a press headquarters.
- ii. The PRO must check with management on the text of announcements and help formulate answers to questions.
- iii. The PRO will be responsible for guiding newsmen into the disaster area if company management will permit such a visit.
- iv. The tender Maintain close contact with members of media.

What is the significance of the created private media? Give 4 examples.

[6 marks]

- i. External house journals
- ii. Audio and videotapes
- iii. Private exhibitions
- iv. Educational literature

59. What are the difference between radio and television?

[4 marks]

- a. Radio materials can be produced more and less expensively than TV materials
- b. Radio is more instantaneous, whereas TV programmes often have to be filmed or videotaped in advance
- c. On radio the voice is important and the speaker is unseen, but on television the speaker is visible which may be either handicap or an advantage
- d. TV audience in industrialized countries can be much larger than radio audiences, meaning TV programmes, are more popular than radio programmes.



UNIVERSITY OF MINES AND TECHNOLOGY (UMAT)
TARKWA

SECOND SEMESTER EXAMINATIONS, APRIL/MAY 2008
COURSE NO: MN, MR, MC, EL, GM, GL 352
COURSE NAME: PUBLIC RELATIONS
CLASS: B.Sc. III TIME: 3 HOURS

NAME: Tullysman INDEX NO: 422016-08

SECTION A

Answer all questions in this section on the question paper. Circle or tick only the letter by the correct answer. Each correct answer carries half a mark in this section.

1. Which of the following brings the producer closer to the customer?
A. Marketing B. Propaganda C. Sales promotion D. Advertising
2. When public relations is introduced in marketing it is known as
 A. Market education B. Propaganda C. Advanced marketing D. Sales promotion
3. The department that gives a newspaper its character is the.....department
A. Adverting B. Editorial C. Circulation D. Production
4. Which of these does not belong to the group?
A. Exhibition B. Spoken words C. Vided tape D. Television
5. are outside writers who are commissioned to supply articles, regular features or short stories to a newspaper.
A. News agencies B. PR sources C. Stringers D. Contributors
- * 6. Which of these is mostly fixed cost of rent, rates, etc?
A. Labour B. Office overheads C. Expenses D. Materials
- * 7. Variable cost such as telephone bills fall under
A. Expenses B. Materials C. Office overheads D. Labour
8. An organisation, corporate body, individual or group of people which retains the professional service of a PR Consultant for an agreed programme is referred to as
A. Customer B. Agent C. Client D. Stringers
9. Which of the following is a method for selecting a PR Consultant?
 A. The Selection Method B. The Shopping Method C. The Inquiry Method
D. The Cruise Method
10. The six-point planning model include
A. The study of scarcities B. Opportunity cost C. Working hour D. Assessment of result
11. The situation where publishers sell the production rights of materials such as articles, pictures, etc is called
A. Stringing B. Syndication C. Corresponding D. Piracy
12. The proper term used to describe someone who has been trained professionally to practise PR is
A. PR Practitioner B. A PR Consultant. C. A PR Agent D. Communications Director

13. Which definition sees PR as both inward and outward communication?
 A. The IPR definition B. The Mexican Statement C. Jefkin's definition
 D. IAPAC definition
14. The most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost is
 A. Propaganda B. Advertising C. Sales promotion D. Publicity
15. Which of the following is not part of the marketing mix?
 A. Transportation B. Naming C. After-sales-service D. Selling
16. Pick the odd item out of the following
 A. Sales manager B. Work visit organiser C. Photographer D. Press office
17. The advertising agent is often paid
 A. Fees B. Retainers C. Commissions D. Salaries
18. When newspapers cannot afford their own reporters in every town, they arrange with local journalists called.....to cover stories for them.
 A. Stringers B. Foreign correspondents C. Contributors D. Feature writers
19. The department which has the responsibility of selling the copies of newspapers produced to wholesalers newsagent and news vendors is the department.
 A. Editorial B. Advertising C. Production D. Circulation
20. Which of the following is the biggest form of communication?
 A. Marketing B. Public relations C. Publicity D. Advertising

SECTION B

TRUE OR FALSE

(10 Marks)

Answer all the questions in this section. Do not cancel any of your answers in this section. Any answer cancelled will be considered as a wrong answer. Note that a wrong answer will attract a deduction of one mark in this section. Write the letter T beside the question if you find the statement in question to be true and the letter F if the statement in question is false.

21. One weakness of radio is that radio listeners may use it as a friendly, companionable background noise. T
22. Publicity yields an image. T
23. An advert may cost more than a public relations programme. T
24. Sales promotion offer can cause disappointment.
25. Customer complaint is one method of appreciating the situation.
26. Radio is one of the created private media.
27. Both advertising and public relations use spoken words as created private medium.

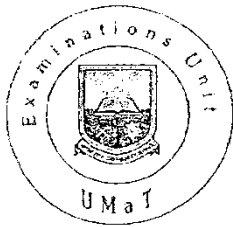
28. The value management place on public relations can determine the size of the PR department.
29. Another method for selecting a PR Consultant is the Comparative Method.
30. The result of a PR programme must be tangible. 1

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? (2½ marks)
12. State two weaknesses of the PR Consultant. (2 marks)
13. What is the importance of budgeting? (2½ marks)
14. State five ways the PR Manager can co-operate with management (2½ 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)

Geo Starlysh



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.

1. 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 management-employee relations D. corporate public relations
2. 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 crisis public relations C. industrial relations D. corporate public relations
3. The business of public relations is basically to
A. sell organisations to their publics B. create favourable image of organisations
 establish relations with the publics D. solve crisis
4. Which of these expressions in the Mexican statement indicates that public relations is a two-way street?
 "organisation's and the public interest" B. "counselling organisation leaders"
C. "implementing planned programmes" D. "analysing trends"
5. Who said "Public relations is not a one-way street in which leadership manipulates the public and public opinion?"
 Edward Barney B. Rex Harlow C. Frank Jefkins D. Bill Rivers
6. Who is often said to be the father of public relations?
A. Edward Barney Ivy Lee C. Frank Jefkins D. Rex Harlow
7. 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 priority publics
8. _____ 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 Advertising
9. When public relations is applied to marketing strategy, it known as
A. publicity B. sale promotion C. commercial business 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 publics 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. service 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