



UNIVERSITY OF MINES AND TECHNOLOGY, TARKWA
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COURSE NO: PR 352

COURSE NAME: PUBLIC RELATIONS

CLASS: ALL BSc III

TIME: 1 HR 20 MIN

Name: A

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INSTRUCTIONS: For each question, there are 4 options lettered A-D. Choose the option the choice deemed correct by writing ONLY THE ALPHABET that precedes the chosen option IN THE ANSWER BOOKLET.

1. Which area of public relations deals with emerging issues and their potential impact on an organization?
A. public opinion
B. issues management
C. public affairs
D. lobbying
2. Approximately half of all public relations practitioners work in
A. government
B. business and commercial areas
C. health care and hospitals
D. public relations firms
3. In the public relations field, what is the most common threat to a client-firm relationship?
A. Clients' questions about costs
B. Resistance to outside advice
C. Superficial grasp of the client's unique problems
D. Personality conflicts
4. In which era did muckraking journalism lead to the widespread introduction of public relations in business?
A. Postwar Era, 1945 - 1965
B. Roosevelt Era, 1930 - 1945
C. Booming Twenties Era, 1919 - 1929
D. Seedbed Era, 1900 - 1917
5. What is the main purpose of licensing public relations practitioners?
A. To regulate access to posts in the field
B. To create an elite of public relations practitioners
C. To preserve the well-being of society
D. To achieve better wages for licensed practitioners
6. Publishing and selling the creative work of others and protecting property rights of one's own creative work is regulated by
A. libel and publication regulations
B. access and deregulation
C. Securities and Exchange Commission
D. copyright and trademark law
7. Early theories of mass communication suggested that audiences were passive recipients of media messages and thus vulnerable to manipulation. Which of the following best describes current thinking?
A. Audiences are more vulnerable and passive than ever before.
B. Television viewing, in particular, creates increased activity in the right hemisphere of the brain.
C. Active receivers are not uniformly affected by mass communication messages.
D. Technology has led to increasingly passive recipients at the ends of message transmission systems.

8. Which form of communication is most effective in forming or changing predispositions toward an issue?
 A. Interpersonal
 B. Media
 C. Group
 D. Public
9. What is the major advantage of organizational publications?
 A. Their ability to provide a revenue source for sponsoring organizations
 B. Their ability to deliver specific, detailed information to narrowly defined target publics
 C. Their ability to avoid the problems typically associated with two-way media
 D. Their ability to give sponsoring organizations a means of uncontrolled communications
10. What should a public relations media practitioner do if she does not know the answer to a reporter's question?
 A. Give the reporter other information she is certain is correct.
 B. Say that the information is "off the record" and will be disseminated later.
 C. Say "I don't know" and promise to provide the information later.
 D. Say "no comment," rather than appear uninformed.
11. The "internal factors" portion of a firm's public relations situation analysis often includes
 A. a communication audit
 B. strategy suggestions
 C. community focus groups
 D. a listing of media contacts
12. The process of identifying publics who are involved and affected by a situation central to an organization is called a(n)
 A. exploratory survey
 B. situation interview
 C. communication audit
 D. stakeholder analysis
13. Approximately what proportion of nonprofit sector practitioners conduct audience research?
 A. One-quarter
 B. One-half
 C. Two thirds
 D. Almost all
14. Psychographics refers to
 A. individual values, lifestyles and characteristics
 B. individual sex, age, race and income statistics
 C. potential influence
 D. all of the above
15. The American flag is an example of a
 A. stereotype
 B. semantic device
 C. symbol
 D. message
16. Which traditional news criterion would you expect to be most important in public relations messages distributed through the mass media?
 A. Proximity
 B. Timeliness
 C. Prominence
 D. Impact
17. In recent years social media has had a major impact on the practice of public relations. In which of the following areas has the impact been greatest and experienced most immediately?
 A. Politics
 B. Retail business
 C. Automotive sales
 D. Nonprofits
18. Which phase of public relations audience research is associated with summative evaluation?
 A. Implementation
 B. Impact
 C. Attitude change
 D. Preparation
19. What is the primary public relations activity in financial relations?
 A. Measuring investor opinions toward the company

- B. Producing the annual report
- C. Making arrangements and preparing materials for financial meetings
- D. Writing and disseminating financial news releases

20. Which of the following Internet-related challenges is most significant in the public relations field?

- A. Representing clients using new social media environments
- B. Finding stable, cost-effective Internet providers
- C. Training staff to use social media
- D. Staying abreast of changing technology

21. _____ is often published by brokerage firm.

- A. Daily newspapers
- B. Market newsletters

- C. Trade magazines
- D. Financial advertisements

22. Sponsoring educational and literacy programs, staging open houses and conducting plant tours improve

- A. financial relations
- B. community relations

- C. government relations
- D. media relations

23. Corporate public relations seek to project the image and identity of the _____

- A. Organization
- B. Customers

- C. Public
- D. None of these

24. _____ is integral to 'managerial' activities, such as planning, coordinating and counselling.

- A. Mass communication
- B. Business communication

- C. Corporate communication
- D. Critical communication

25. _____ comes under traditional media.

- A. Internet
- B. Television

- C. Blog
- D. Social networking sites

26. Public relations have emerged as a _____ communication network

- A. National
- B. Global

- C. Multinational
- D. None of these

27. The beginning of Public Relations dates back to the early 1990s which witnessed the big change in _____

- A. India
- B. America

- C. England
- D. China

28. One way to improve management employee communications is that managers _____.

- A. Should not talk much to the employees
- B. Should communicate through formal written medium
- C. Should avoid regular staff meeting
- D. Should find ways to solicit feedback from the employees

29. _____ is the visual manifestation of the company's reality.

- A. Corporate logo
- B. Corporate identity

- C. Corporate Design
- D. Corporate Reputation

30. _____ theory is another way to look at how people process and accept information.

- A. Social Exchange
- B. Situational

- C. Systems
- D. Diffusion

31. In order to improve community relations, PR would _____.

- A. Support social an educational program.
- B. Send customers their newsletter and magazine

- C. Achieve visibility among potential investors and financial analysts
D. Go for relocation and mergers
32. _____ helps in building a good image of the company.
A. Publicity
B. Propaganda ✗
C. Communications ✗
D. Public Relations
33. _____ is a commanding force in managing the attitudes of the general public toward organization.
A. Management
B. Employees
C. Technology
D. Media
34. _____ is the all kinds of impressions that the community makes about a corporation.
A. Corporate identity
B. Corporate brand ✓
C. Corporate image
D. Corporate personality
35. A good annual report will NOT have _____.
A. Comparative figures
B. A well designed format
C. Comprehensive text
D. Complex and difficult graphic
36. If the statement is written and published, the defamation is called _____.
A. Libel
B. Slander
C. Copyright
D. Piracy
37. If a statement that hurts someone's reputation is spoken, the statement is called _____.
A. Libel ✗
B. Slander
C. Copyright ✗
D. Piracy ✗
38. Media coverage is considerably more credible than _____.
A. Advertising ✓
B. Facts
C. Data
D. Reality
39. _____ relations foster public understanding about the organization's values and beliefs.
A. Employee relations
B. Media relations
C. Propaganda
D. Publicity
40. _____ is a formal source of employee communication.
A. Public relation system
B. Grapevine
C. Management
D. Co-workers
41. All advertisement which are designed to raise money from the general public are named as _____ advertising.
A. Product ✓
B. Company ✗
C. Financial ✓
D. Corporate ✓
42. The corporate communication is tightly connected to _____.
A. Strategy implementation and strategy formulation
B. Image reputation ,
C. Image enhancement
D. Communication issues
43. Loss of _____ is the most severe outcomes of organization crises.
A. Human life ✗
B. Finance ✓
C. Reputation
D. Image ✗
44. Building effective _____ is important for a company as it meets the purpose of disseminating knowledge.
A. Media relations ✓
B. Government relations ✗
C. Financial relations ✗
D. Employee relations

45. _____ has broken down traditional divisions of stakeholders including employees, customer, shareholders etc.
 A. Social media
 B. Public information
 C. Press agency
 D. Deregulation
46. _____ is the oldest form of public relations.
 A. Two-way asymmetrical
 B. Two-way symmetrical
 C. Press agency
 D. Public information.
47. Public relations is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its _____.
 A. Media
 B. Publics
 C. Economy
 D. Society
48. Corporate identity is conceived as the totality of a company's behavior, communication and _____.
 A. Payment
 B. Packing
 C. Carriage
 D. Symbolism
49. _____ is a form of broadcasting production that incorporates streaming video and audio on the internet.
 A. Audio-casting
 B. Broadcasting
 C. Webcasting
 D. Telecasting
50. Decisions at the higher levels of the organization system almost invariably include _____.
 A. An ethical component
 B. Risk component
 C. Exploitative component
 D. Advocacy component
51. _____ is an audience for financial communication.
 A. Individual stakeholders
 B. Teachers
 C. Workers' family
 D. Psychologists
52. _____ is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of its future behavior.
 A. Corporate reputation
 B. Corporate Identity
 C. Corporate Image
 D. Corporate Impression
53. In order to survive in long-run it is expected that business is carried on with _____ Principles.
 A. Ethical
 B. Profit motive
 C. Profit maximization
 D. None of the above
54. Majority of corporate crisis arises due to _____ problems.
 A. External
 B. Internal
 C. Social
 D. Public
55. In _____, behavior denotes the ways that firms convey personalities through actions as well as through non-verbal behaviour.
 A. Corporate Image
 B. Corporate Identity
 C. Corporate Reputation
 D. Corporate Personality
56. The principles and objectives of public relations are _____ in character.
 A. Universal
 B. Local
 C. State bounded
 D. None of these
57. _____ aspects of business regulate both economic and non – economic issues.
 A. Legal
 B. Political

C. Societal

D. Economic

58. The growth in an economy, interest rates, government policies, support agencies, contributions, inflation rates, fiscal policies, foreign exchange rates, and foreign trade balances are among the most critical _____ factors.

A. Legal

C. Societal

B. Political

D. Economic

59. In order to build a strong _____ and optimize your organizational productivity, your internal and external communications should be aligned. In this article, we will see how the two works in sync.

A. Corporate Image

C. Corporate Reputation

B. Corporate Identity

D. Corporate Personality

60. _____ is more effective than paid advertising

A. Public Relations

C. Print Media

B. Social Media

D. None of these

Examiners: Ankrah / Dr.C.Addei