

UNIVERSITY OF MINES AND TECHNOLOGY, TARKWA CAMPUS  
DEPARTMENT OF TECHNICAL COMMUNICATION

PUBLIC RELATIONS (PR)  
MA 352 (MATHEMATICS)  
TIME ALLOWED: 20 MINUTES

15

LECTURE 1

HISTORICAL DEVELOPMENTS IN PUBLIC RELATIONS

(Underline the correct option)

1. Public Relations as a profession was initially a European and Asian phenomenon.

TRUE or FALSE?

2. In the quest to gain media and public attention, press agency became increasingly outrageous, exploitive, manipulative, and even cruel.

TRUE or FALSE?

3. The French sociologist who argued for the Propaganda of the Deed in 1878 was John Brousse.

TRUE or FALSE? Correct Ans False

4. The twentieth century witnessed the use of non-violent, staged events to draw attention to social/political issues and one of the actors during the time was Mahatma Gandhi of Peru.

TRUE or FALSE?

5. In 1900, Theodore Roosevelt established the first publicity bureau in Boston to serve businesses.

TRUE or FALSE? Correct ans : False

LECTURE 2 - OBJECTIVES

SCOPE AND IMPORTANCE OF PUBLIC RELATIONS

(Circle the correct option)

6. The image people in an organization believe to be the impression outsiders have of the organization is known as.....

- A. current image (B) desired image C. multiple images D. mirror image

Wish Image : is the one management of an organization wishes to achieve

7. A ..... is an organization, a corporate body, individual, or group of individuals which retains the professional service of a public relations consultancy.

- A. PR agency  B. client  C. publics D. priority publics

8. In any event the group of people considered most important for a communication effort is called

- A. public  B. target audience  C. employees D. counselors

9. According to....., when functioning well, PR act as the anvil against which management's moral problems can be hammered.

- A. David Finn  B. Frank Jenkins  C. Rex Harlow D. Bill Rivers

10. "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

### LECTURE 3 - FILL-IN

#### PLANNING PUBLIC RELATIONS PROGRAMS

(Supply the correct answers)

11. The third of the six-point planning model in PR is..... ? definition of publics

12. The proper term used to describe someone who has been trained professionally to practice PR is..... Public relations Officer Public Relation Practitioner

13. In the PR transfer process, hostility must be transferred into..... ignorance Sympathy Knowledge

14. The Mexican Statement which resulted from an international conference in Mexico City was in..... 1978

15. Mention one media used for PR purposes..... News paper's Television, Journal