Final Examination
Semester II / Year 2011

COURSE : INTRODUCTION TO PUBLIC RELATIONS
COURSE CODE : JOUR1063
TIME : 2 1/2 HOURS
DEPARTMENT : JOURNALISM AND COMMUNICATION STUDIES
CLASS : DJJ10B/10C/11A/11B
LECTURER : NEW KUWI HOI

STUDENT’S ID :
BATCH NO. :

Notes to candidates:

1. This examination paper consists of eight printed pages.
2. Section A: Answer ALL questions.
3. Section B: Answer TWO questions
4. Write your answers in the answer booklet provided and clearly number them.
Introduction To Public Relations

Section A: Multiple Choice Questions [60 marks]

1. Effective public relations introduces the management function dealing with:
   A. putting a positive “spin” on bad news.
   B. altering perceptions and manufacturing consent.
   C. professional subterfuge and deception.
   D. relationships between organizations and stakeholders.

2. The contemporary concept of public relations is based on which of the following key words?
   A. Inducing, engineering and creating
   B. Asymmetric, one-way and propaganda
   C. Reciprocal, mutual and between
   D. International, global and diverse

3. Which one of the following best accounts for the development of public relations?
   A. A planned, sustained effort by the profession to promote education in the field
   B. The United States efforts to support wars
   C. Power conflicts and the recurring crises of change
   D. The continuing struggle between employers and employees

4. Which practitioner is credited with coining the term “public relations counsel” in the 1923 book, *Crystallizing Public Opinion*?
   A. Carl Byoir
   B. Edward Bernays
   C. Ivy Lee
   D. John W. Hill

5. What task dominates as the common denominator for all public relations practitioners?
   A. Writing and editing
   B. Planning special events
   C. Research and evaluation
   D. Media contact and placement

6. Public relations typically do not have responsibility for which one of the following?
   A. Monitoring awareness inside and outside the organization
   B. Counseling management on policy
   C. Improving product design and packaging
   D. Analyzing the impact of policies on publics
7. When we said PR is a two ways communication, we were…
   A. not just telling but listening too.
   B. gave instructions.
   C. listening more than telling
   D. not to solicit feedback

8. The management function most often confused with public relations is…
   A. Advertising
   B. Marketing
   C. Lobbying
   D. Development

9. Which specialized part of the practice deals with an organization’s “number one public” and its “most important asset”?
   A. Product publicity
   B. Product advertising
   C. Issues management
   D. Internal relations

10. The method that provides the practitioner with the greatest control of content and placement in media is:
    A. Advertising
    B. Marketing
    C. Lobbying
    D. Issues management

11. There are five common elements in basic PR definitions. Which is false?
    A. management function
    B. socially responsible
    C. planned activity
    D. highly technological research

12. Increasingly, practitioners are being asked to document measurable results. What is the major motivation of this pressure to measure impact?
    A. Public relations results are typically intangible.
    B. Because clients will not pay for programs for which results cannot be detected.
    C. Management wants to know how public relations contribute to achieving goals.
    D. Computers have replaced the need to gather data on program impact.
13. What one trait tops almost every list as a concern among those hiring new graduates for public relations positions?
   A. Management skills
   B. Writing skills
   C. Objective thinking
   D. Research skills

14. Which two of the following are true with regards to the impact of new technology on public relations practice?
   A. Audiences are less fragmented, preferring homogenous mass media for their needs.
   B. Audiences are more passive, simply receiving information sent to them.
   C. Audiences are more active, choosing two-way media that permit interactivity.
   D. Audiences that report the news are clearly identified “journalists” with the appropriate educational background and training

15. Newspaper readership is not uniform across society. Which one of the following is an accurate description of newspaper readership today?
   A. A higher percentage of older people read a daily newspaper, compared to younger people.
   B. A higher percentage of younger people read a daily newspaper, compared to older people.
   C. A higher percentage of professionals and skilled workers read a daily newspaper, compared to Malay and Native people.
   D. The majority of newspaper readers do have college degrees

16. Which medium offers public relations the greatest communication flexibility in terms of reaching people under a variety of circumstances?
   A. Newspapers
   B. Magazines
   C. Radio
   D. Television

17. Which one of the following is considered “our most intimate mass medium” and “most important educational institution,” and has had great impact on national election campaigns—much to the dismay of “thoughtful observers”?
   A. Newspapers
   B. Television
   C. Magazines
   D. Radio
18. Which one of the following is NOT challenge posed by the new media environment for public relations practitioners?  
   A. Practitioners must stay abreast of technological developments in new media.  
   B. Practitioners must conduct media relations with untraditional “journalists.”  
   C. Practitioners must give up their code of ethics to be effective.  
   D. Practitioners must build relationships in both the real and virtual worlds.

19. Which one of the following are readers with special interests likely to turn to for in-depth information about topics important to them?  
   A. Newspapers  
   B. Television  
   C. Magazines  
   D. Wire services

20. One major impact of new media technology for the building and maintaining of organization-public relationships is which one of the following?  
   A. Loss of media credibility  
   B. More interactive communication  
   C. A switch to printed media  
   D. Less communication with colleagues

21. When facing a crisis, management should consider:  
   A. Not holding a press conference until things cool down.  
   B. Freezing all corporate assets.  
   C. Developing a public relations strategy.  
   D. Leaving the country during the cover of darkness.

22. Today, most public relations program evaluations are done at which level?  
   A. Preparation  
   B. Opinion change  
   C. Implementation  
   D. Attitude changes

23. The goal of using evaluation research in public relations is which of the following?  
   **Except…**  
   A. Showing how research findings relate to management’s current concerns  
   B. Learning what worked and what did not  
   C. Providing a foundation for deciding what should be done  
   D. Managing public relations expenses.
24. Which one of the following presents the specific knowledge, opinion, and behavioral outcomes to be achieved for each well-defined target public?
   A. Strategies  
   B. Tactics  
   C. Objectives  
   D. Goals

25. Which one of the following type of public is unaware of their relationships with others on a given issue?
   A. Non-publics  
   B. Stakeholder publics  
   C. Latent publics  
   D. Active publics

26. Which one of the following represents on-the-spot decisions developed during program implementation?
   A. Strategies  
   B. Tactics  
   C. Objectives  
   D. Goals

27. If a practitioner does not know the answer to a reporter’s question, which one of the following is the correct response?
   A. Give the reporter other information that the practitioner is certain of.  
   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 look like you don’t know.

28. Which one of the following refers to individual values and lifestyles?
   A. Psychographics  
   B. Demographics  
   C. Roles in the decision process  
   D. Geographics

29. Which of the following professional values from the PRSA Code of Ethics requires practitioners to “adhere to the highest standards of accuracy and truth in communicating with the public”?
   A. Advocacy  
   B. Loyalty  
   C. Honesty  
   D. Fairness
30. The profile of an opinion leader ….

I. Active in community
II. A non regular reader
III. Highly educated
IV. Has a high income
V. Not environmentally friendly

A. I, II and III
B. I, III and IV
C. II, IV and V
D. I, III and V

31. In effective employee relations, the top three solutions are …

I. Employee recognition
II. Career development
III. Self actualization
IV. Self esteem
V. Skill development opportunities

A. I, II and V
B. II, III and IV
C. I, IV and V
D. III, IV and V

32. Which of the following is NOT a useful concept in public relations programs?

A. “Target” public
B. “Latent” public
C. “Active” public
D. “General” public

33. The armed forces and many government agencies typically use which one of the following to designate the public relations function?

A. Public affairs
B. Press agency
C. Issues management
D. Social marketing

34. Which part of public relations deals with emerging trends and their potential impact on an organization?

A. Persuasion
B. Issue management
C. Public opinion
D. Publicity
35. Surveys of employees often find which one of the following is the “preferred source” of information? 
   A. The immediate supervisor 
   B. The organization’s Web site 
   C. The chief executive office 
   D. The weekly employee publication 

36. We identified several internal benefits of objectives, goals and a sense of mission. Which is not included? 
   A. Basis for resolving conflicts 
   B. Basis for plans and decisions 
   C. Unity of direction 
   D. Basis for control 

37. Which are not reasons for planning in PR? 
   A. to keep action in line with mission. 
   B. to help us be able to control our destiny. 
   C. to be outstanding in gaining power and authority. 
   D. to better understand and focus our research. 

38. “Situations characterized by surprise, high threat to important values, and a short decision time” are… 
   A. Issues 
   B. Crises 
   C. Problems 
   D. Tragedies 

39. What is the more formal term for what is known as 'Plan B'? 
   A. A circumstantial plan 
   B. A convergence plan 
   C. A contingency plan 
   D. A crisis plan 

40. The specialized part of corporate public relations that interacts with shareholders and the financial community is which of the following? 
   A. Accounting 
   B. Public affairs 
   C. Issues management 
   D. Investor relations
Section B: Answer any TWO Essay Questions (40 marks)

1. Overall, the goals of public affairs at all levels of government have at least seven purposes in common. List and discuss briefly what public relations practitioners working in government do that effects society and its citizens.(20 marks)

2. Explain why a public relations planning is important and outline the steps or parts of the process that you would include in a program outline.(20marks)

3. What is the role of theory in public relations program planning? (20 marks)

4. a. What are the strengths of newspapers as a medium for public relations messages? (10 marks)
   b. Outline at least four guidelines that you will follow when working with the press. (10 marks)