



# UNIVERSITY OF MINES AND TECHNOLOGY, TARKWA

SECOND SEMESTER EXAMINATIONS, MAY 2016

COURSE NO : GM, GL, MN, MR, PE, ES, MC, EL, MA, CE 352

COURSE NAME: PUBLIC RELATIONS

CLASS : BSc III

TIME: 2 HOURS

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Name: EDDAH KAFUI ..... Index Number: 121023-18 .....

## SECTION A: Answer all questions IN the answer booklet.

- These are all common elements in basic PR definitions. Which is false?  
A. management function  C. planned activity   
B. socially responsible  D. highly technological research
- The contemporary concept of public relations is based on which of the following key words?  
A. Inducing, engineering and creating  C. Reciprocal, mutual and between   
B. Asymmetric, one-way and propaganda  D. International, global and diver
- In which year did public relations become a profession?  
A. 1930  C. 1903   
B. 1913  D. 1931
- What task dominates as the common denominator for all public relations practitioners?  
A. Writing and editing  C. Research and evaluation   
B. Planning special events  D. Media contact and placement
- Approximately half of all public relations practitioners work in  
A. government  C. health care and hospitals   
B. business and commercial areas  D. public relations firms
- This is image held by people outside the organisation and it may be based on experience or on poor information and understanding  
A. Current Image  C. Mirror Image   
B. Corporate Image  D. Wish Image
- The PR planning model that seeks to answer the question "what do people know or not know about our organisation" is  
A. Definition of publics  C. Selection of media techniques   
B. Appreciation of situation  D. Definition of objectives
- In the PR process, *prejudice* is converted into  
A. Sympathy  C. Acceptance   
B. Interest  D. Knowledge
- 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

10. Public relations professionals often deal with either internal or external communications. Which of the following best describes those two types of communications?

- A. Internal communications deal with investors, clients, customers or contributors, and external communications keep company employees informed about the company
- B. Internal communications always flow from the top of the organization down, and external communications always flow from the bottom to the top
- C. Internal communications always are carried out by e-mail, and external communications always are carried out through the mass media
- D. Internal communications keep company employees informed about the company, and external communications deal with investors, clients, customers or contributors

11. Who among the following is widely known as the father of the modern public relations industry and the first public relations advisor?

- A. Phineas T. Barnum
- B. Ivy Lee
- C. Andrew Jackson
- D. Sir Walter Raleigh

12. Increasing sales is the focus of advertising. Which of the following statements is NOT TRUE about advertising?

- A. Advertising tries to motivate you with facts
- B. Advertisers control their message
- C. Advertising is expensive
- D. People tend to distrust or ignore advertisements

13. PR professionals need to communicate with those within the organization. Which of the following would be the best vehicle for reaching them?

- A. Speech
- B. News release
- C. Newsletter
- D. Position paper

14. Ivy Lee managed to improve public opinion of the Rockefellers with the striking miners and with the public by

- A. Convincing John D. Rockefeller to accept the establishment of a union
- B. Having John D. Rockefeller issue a public apology about the strikers who were killed by the company guards
- C. Staging events where John D. Rockefeller socialized with the miners
- D. Having him establish college funds for the miners' children

15. 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

16. The process of identifying publics who are involved and affected by a situation central to an organization is called a(an)

- A. exploratory survey
- B. situation interview
- C. communication audit
- D. stakeholder analysis

\*17. Which traditional news criterion would you expect to be most important in public relations messages distributed through the mass media?

- A. Proximity *near*
- B. Timeliness *fact occurring at a particular time*
- C. Prominence *important*
- D. Impact *strong effect on persons*

18. 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.

19. 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

20. 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

21. Which of the following media strategies would be most appropriate for maintaining regular communication with an organisation's stakeholders?

- A. News conference
- B. Blogging
- C. Interview
- D. Media release

22. All the following are questions to look out for in emergencies except

- A. Number of deaths
- B. Number of injuries
- C. Time
- D.  number of escape

23. Which of the following is NOT helpful advice for creating radio news stories?

- A. Read your stories aloud
- B. Avoid adding drama to your facts -
- C. Focus on people
- D. Gather lots of audio

24. This is a meeting of journalists who are assembled to receive information, which they discuss

- A. Press reception
- B.  Press Conference
- C. Facility visit
- D. Press information

**ANSWER TRUE OR FALSE in your answer booklet.**

25. Public relations does not seek to create favourable image. *True*

26. PR practitioners control all the information that goes into news stories. *F*

27. PR practitioners depend heavily upon journalists for news coverage. *F*

28. Print media provides a level of depth, context and sheer information that television and radio newscasts can't supply.

29. Public relations is often described as a marketing stepchild because of its limited and scattered use. *FALSE*

30. The Newsletter is a digest of news for lazy readers. *FALSE*

## SECTION B

Provide short and concise answers to the questions in this section

- ① Enumerate any **four** reasons for defining your publics [4marks]
- ② Explain briefly **two** differences between *publicity* and *advertising* [4marks]
- ③ Identify any **three** determinants of a *corporate* image of an organisation [3marks]
- ④ Explain any **three** factors that affect the size of PR department in an organisation [3marks]
- ⑤ State any **two** of the four fold specialist task of the PR manager [2marks]
- ⑥ Outline the **three** kinds of methods used by the PRO to improve In-House communication [3marks]
- ⑦ Explain **three** conditions that warrant the use of PR consultancies [3marks]
- ⑧ In planning for PR budget, consideration is given to many factors. Explain any **two** [2marks]
- ⑨ Explain **four** principles of good press relations [4marks]
- ⑩ Identify **three** guidelines to organising an effective press event [3marks]

Kofi Kamasa/ Dr Sam Sarpong

- Q3. 2 marks
- Q5. 2 marks
- Q10. 2 marks
- Q6. 2 marks
- Q4. 3 marks
- Q2. 0
- Q1. 2 marks
- Q1. 2 marks
- Q7. 3 marks
- Q8. 1 mark ~~(2)~~

PUBLIC RELATIONS

EL, MC, MA, CE, MN, MR, GM, PE, GL 352

NAME: Edson Kafu

INDEX NO. 12123-13

Frank Je-lins

17

1. Which definition sees Public Relation as both inward and outward communication?

- A. Jefkin's definition
- B. IPR definition
- C. The Mexican definition
- D. IAPAC definition

2. All the following are things to consider when making an Audio-Visual material except

- A. Purpose
- B. Audience
- C. Lifespan
- D. Profit

3. 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

4. Which of the following best describes the primary task(s) of public relations that are common to all non-profit organizations?

- A. Promoting public service and building public trust
- B. Lobbying the government for increased funding
- C. Identifying the weak areas of community support
- D. Justifying the cost of fund-raising efforts

5. The "internal factors" portion of the situation analysis often includes

- A. Communication audit
- B. Strategy suggestions
- C. Community focus groups
- D. Listing of media contacts

6. An organisation, corporate body, individual or group of people which retains the professional services of a PR Consultant for an agreed programme is referred to as

- A. Agent
- B. Client
- C. Customer
- D. Stringers

7. Pick out the odd item from the following

- A. Photographer
- B. Potential employees
- C. Press officer
- D. House Journal Editor

8. In the PR transfer process, "anxiety" must be transferred into

- A. Sympathy
- B. Knowledge
- C. Interest
- D. Trust

9. 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

10. The image people in organisation believe to be the impression outsiders have of the organisation is known as

- A. Current image
- B. Desired image
- C. Mirror image
- D. Corporate image

11. In defining the objectives of a Public Relations programme, we use the acronym SMART. What does the S stand for?

- A. Simple
- B. Sound
- C. Strategic
- D. Small

S - Strategic  
 M - Measurable  
 A - Actionable  
 R - Realistic  
 T - Timely

12. The corporate image of an organisation depends on all but one

- A. Products of the firm
- B. Financial success and stability of the organisation
- C. Company history
- D. Export success

13. "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 Fynn
- D. Edward Barney

14. Rex Harlow's definition of public relations is a distillation of ..... 472 ..... difference definitions

- A. 274
- B. 472
- C. 742
- D. 464

15. 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

16. The result of a PR programme must be tangible T/F TRUE

17. The Newsletter is a digest of news for busy readers T/F TRUE

18. Radio is an example of created private media T/F FALSE

19. The best method of shopping for PR consultant is by the competitive method T/F FALSE

20. Public relations agencies are typically only used by companies who are not big enough to have their own PR department. FALSE TRUE

False

TRUE