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Title: Chapter 1, Question 1

1) One of the goals of public relations is to communicate with people who are _____.

Feedback: Specific public vs. general public

Page reference: Defining Public Relations

- a. On social media
- b. Citizens of the global community
- *c. Part of specific groups with specific interests
- d. As many people as possible

Type: multiple choice question

Title: Chapter 1, Question 2

2) _____ are the clients of public relations and include large corporations, small businesses, nonprofits, schools, and government agencies.

Feedback: Understanding how so many types of organizations leverage public relations

Page reference: Defining Public Relations

- *a. Organizations
- b. Media contacts
- c. Investors
- d. Facebook commenters

Type: multiple choice question

Title: Chapter 1, Question 3

3) The classic textbook definition of public relations, written by James Grunig and Todd Hunt in their classic public relations text *Managing Public Relations*, is _____.

Feedback: Understanding key elements of PR.

Page reference: Textbook Definitions

- a. Attempts to spin the narrative for social media followers
- b. Execution of damage control
- c. Skilful fixing of problems with strategic deception
- *d. Management of communication between an organization and its publics

Type: multiple choice question

Title: Chapter 1, Question 4

4) The American Red Cross sent volunteers to areas severely affected by floods today. Emily and Elizabeth, two volunteers, went to help victims. This illustrates how public relations is based more on _____.

Feedback: Focus on performance, not just communications

Page reference: Principled Public Relations Management

- *a. What an organization does than on what it says
- b. What an organization says than on what it does
- c. Whitewashing than on accountability
- d. Greenwashing than on communicating what the organization actually does

Type: multiple choice question

Title: Chapter 1, Question 5

5) A guiding principle of good public relations is to _____ tell the truth.

Feedback: Supports Transparency

Page reference: Tell the Truth

- a. Sometimes
- b. Never
- c. Shrewdly
- *d. Proactively

Type: multiple choice question

Title: Chapter 1, Question 6

6) _____ is defined by Pavlik and McIntosh's *Converging Media* textbook as "the process of creating in the consumer's mind a clear identity for a particular company's product, logo, or trademark."

Page reference: Prove It With Action

- a. Marketing
- b. Social Media
- *c. Branding
- d. Communication

Type: multiple choice question

Title: Chapter 1, Question 7

7) Listening to the customer is more than just hearing. It means considering what the feedback means for the organization and _____.

Feedback: Importance of listening in two-way communication

Page reference: Listen to the Customer

- a. How to spin it
- b. For customers
- c. What it means for competitors
- *d. What can be done about it

Type: multiple choice question

Title: Chapter 1, Question 8

8) When public relations people are called in after a major screw-up to clean up the mess, their role is mostly _____.

Page reference: Manage for Tomorrow

- a. Transparent
- *b. Reactive
- c. Operational
- d. Proactive

Type: multiple choice question

Title: Chapter 1, Question 9

9) After a Crock-Pot was blamed for the death of a beloved fictional television show character on NBC's *This is Us*, the Crock-Pot company tried to respond rationally and technically. But advice from its PR agency, Edelman, was to _____.

Page reference: Case Study: "How Crock-Pot Fought Fire by Keeping its Cool"

- *a. Remain calm, patient, and good-humored
- b. Initiate a law suit against NBC
- c. Hold a press conference to defend the product's safety record
- d. Discontinue the product's manufacturing

Type: multiple choice question

Title: Chapter 1, Question 10

10) _____ is when public relations responsibilities are shared among a broad cross section of an organization's members or employees.

Feedback: Particularly in online contexts, social media have changed the game, where people "like me" are becoming more influential, thereby increasing the need to manage distributed public relations.

Page reference: Realize the Company's True Character is Expressed by Its People

- a. Conversational public relations
- b. Transactional public relations
- c. Offline public relations
- *d. Distributed public relations

Type: multiple choice question

Title: Chapter 1, Question 11

11) The president of a university is part of the _____, which is the group of people with the greatest influence in how an organization operates.

Page reference: Reasons for Studying Ethics

- a. Top brass
- b. Board members
- *c. Dominant coalition
- d. Donor class

Type: multiple choice question

Title: Chapter 1, Question 12

12) Ethics are moral principles that govern a person's or group's behaviour. You organized your church's rummage sale based on good ethical principles. Doing the right thing helps you

Page reference: Reasons for Studying Ethics

- a. Learn how the end justifies the means
- *b. Feel better about yourself
- c. Manipulate ethical people
- d. Cover up unethical behaviour

Type: multiple choice question

Title: Chapter 1, Question 13

13) Ethical dilemmas have arisen with the growth of social media. For example, it is easy to be deceptive online. If you work for a local restaurant, and your boss asks you to post a review of your meal on food-reviewing websites, what do you do?

Page reference: Competing Duties

- *a. You post an honest review
- b. You post a fabricated review
- c. You ignore the request
- d. You quit your job

Type: multiple choice question

Title: Chapter 1, Question 14

14) To practice public relations as a professional, _____.

Page reference: Code of Ethics

- a. You need a PR license
- *b. You do not need a PR license
- c. You may need a PR license depending on which state in which you work
- d. You may need a PR license depending on what aspect of public relations you practice

Type: multiple choice question

Title: Chapter 1, Question 15

15) Susie is facing an ethical dilemma. She uses a system of decision making that focuses on the moral principles of duty and rules known as _____ ethics.

Page reference: Select Principles to Guide the Decision-Making Process

- *a. Deontological
- b. Professional
- c. Dominant
- d. Accredited

Type: multiple choice question

Title: Chapter 1, Question 1

16) In the definition of public relations, the term "publics" refers to _____.

Feedback: Differentiating the general public with our organization's publics. The general public doesn't help us with strategy, and it doesn't help us identify any real people with whom we want to communicate.

Page reference: Defining Public Relations

- a. Everyone in the world
- *b. Groups of people with shared interests related to organizations
- c. Groups of people who communicate through mass media
- d. General public

Type: multiple choice question

Title: Chapter 1, Question 2

17) Jean works for the Board of Tourism in France, responsible for showcasing her country as an appealing destination for vacation. She mainly posts photos and videos to the “Visit France” Facebook page and interacts with commenters on the page. Who is Jean’s primary public in this public relations scenario?

Feedback: While all of these may have specific interests with the organization, the primary focus on this practitioner’s work is Facebook page fans and those commenting.

Page reference: Defining Public Relations

- a. Hotels and restaurants throughout France
- *b. “Visit France” Facebook page fans and commenters
- c. The French government and tourism board
- d. Potential tourists considering vacation destinations

Type: multiple choice question

Title: Chapter 1, Question 3

18) The classic definition of public relations from *Cutlip and Center’s Effective Public Relations*, defines public relations as _____.

Page reference: Textbook Definitions

- a. An essential function that serves to limit damage to an organization’s reputation
- b. A strategic function that facilitates communication from an organization to the general public
- *c. A management function that establishes and creates mutually beneficial relationships between an organization and the publics on who its success or failure depends
- d. An executive function that manipulates key audiences into buying products and services from, or donating to, any organizations

Type: multiple choice question

Title: Chapter 1, Question 4

19) Public relations is most effective when it is a _____ function, meaning it is part of an organization’s overall leadership and decision-making process, helping to guide how the organization operates in its environment, rather than merely following the instruction of others.

Page reference: Glossary, Summary, Textbook Definitions

- *a. Management
- b. Dictator
- c. Principle
- d. Governed

Type: multiple choice question

Title: Chapter 1, Question 5

20) Why did the PR crisis with Papa John's founder and chairman John Schattner also have a negative impact on the pizza company as a whole?

Feedback: A is just not true; while B and C are accurate, and really happened, they are not the reason why the individual's behavior affected the whole company. The only correct answer here is D.

Page reference: Case Study "Hold the Fiasco Please"

- a. Schattner's leadership was the sole reason for the company's previous success
- b. The marketing and public relations agencies for Papa John's resigned the account.
- c. The NFL was upset with Schattner for debating about national anthem protests.
- *d. Schattner's personal brand and actions were tied in with the Papa John's company and its relationship with key publics

Type: multiple choice question

Title: Chapter 1, Question 6

21) _____ obtains information for a particular task or project by enlisting the services of a number of people, either paid or unpaid, typically via the Internet.

Page reference: Crowdsourcing a Definition

- *a. Crowdsourcing
- b. Data mining
- c. Branding
- d. Hacking

Type: multiple choice question

Title: Chapter 1, Question 7

22) When an organization's communication is more focused more on image and less on what the organization is doing, its public relations can earn a negative, yet accurate connotation like _____.

Page reference: Principled Public Relations Management

- a. Deceive
- *b. Spin
- c. Incite
- d. Design

Type: multiple choice question

Title: Chapter 1, Question 8

23) The keys to successful social media influence are _____.

Feedback: Social media influencers who have earned credibility in specific market segments and with specific publics can be instrumental in strategic communication programs. The key to success in building credible influencer campaigns is matching influencers to organizations and their causes, which helps establish authenticity

Page reference: Principled Public Relations Management

- a. Visual appeal and design aesthetic
- b. Price and number of posts
- c. Likes and followers
- *d. Reach and authenticity

Type: multiple choice question

Title: Chapter 1, Question 9

24) _____ is the degree to which one communicates reliably, accurately and true to his or her own character and the character of the organization he or she represents.

Page reference: Principled Public Relations Management

- *a. Authenticity
- b. Transparency
- c. Influence
- d. Principled

Type: multiple choice question

Title: Chapter 1, Question 10

25) In an effort to show _____, a politician releases his tax returns for public viewing.

Feedback: Refer to Brad Rawlin's definition of transparency, which is the opposite of secrecy.

Page reference: Tell the Truth

- a. Opacity
- b. Mirroring
- c. Diverting
- *d. Transparency

Type: multiple choice question

Title: Chapter 1, Question 11

26) There are times when secrecy might make sense to publics. For example, Apple denied requests from the FBI to hand over the required code to unlock their phone so the company could protect its proprietary information. In cases like Apple's, organizations can still _____.

Feedback: Even in cases that necessitate secrecy, tell the truth about what information you are protecting and why.

Page reference: Tell the Truth

- a. Divert attention away from the issue of secrecy
- b. Never tell the truth about what they are keeping secret and why
- *c. Tell the truth about what they are keeping secret and why
- d. Carry on as if there is no problem

Type: multiple choice question

Title: Chapter 1, Question 12

27) British Petroleum rebranded its company with a new logo and a public image as being environmentally friendly. Why did critics question the campaign soon after?

Feedback: Part of the 90-10 rule, where good public relations should be determined by what an organization does, and less by what they say.

Page reference: Prove It With Action

- a. The colors of the logo were not as cheerful and appealing
- *b. The company's investments in oil extraction far exceeded those in renewable energy
- c. Management did not explain the thinking behind the new brand
- d. The online contest about going "Beyond Petroleum" did not raise awareness

Type: multiple choice question

Title: Chapter 1, Question 13

28) Listening, or paying attention to and processing what others are communicating, is at the heart of _____.

Feedback: For organizations with large publics, listening requires an investment in systematic research, as well as being responsive to what publics have to say by truly considering their feedback and what can be done about it.

Page reference: Listen to the Customer

- *a. Two-way communication
- b. Authenticity
- c. Organization
- d. Influence

Type: multiple choice question

Title: Chapter 1, Question 14

29) Matthew is a public relations practitioner for a large non-profit organization. He uses traditional research methods like surveys, monitors what people are saying on social media and in the news, and talks to employees and donors about the organization. Not only is he looking for feedback to help improve the organization, this type of listening will help _____.

Page reference: Manage for Tomorrow

- *a. Avoid surprises that could lead to a crisis
- b. Save on budget costs
- c. Do a better job with spinning
- d. Improve his time management

Type: multiple choice question

Title: Chapter 1, Question 15

30) Page's principle _____ means building goodwill, avoiding business practices that will lead to unfavorable business conditions, and anticipating how publics will respond to business decisions that will have negative consequences.

Feedback: This is based on whether PR people have a role in managing the operations and policies of an organization, and that PR people are in a position to sense when major opportunities arise or when trouble is brewing.

Page reference: Manage for Tomorrow

- a. Tell the Truth
- b. Remain Calm, Patient, and Good-Humored
- *c. Manage for Tomorrow
- d. Listen to the Customer

Type: multiple choice question

Title: Chapter 1, Question 16

31) Strategic public relations is _____, meaning it takes the initiative in planning the nature of the relationships desired with publics and executes programs, campaigns, or activities designed to achieve the desired ends.

Page reference: Manage for Tomorrow

- a. Complicated
- b. Creative
- c. Expensive
- *d. Proactive

Type: multiple choice question

Title: Chapter 1, Question 17

32) Max works in a factory that produces coffee mugs. During the weekend, Max attends a barbecue in his neighborhood. Friends at the barbecue ask about work, and Max tells them about the new mug he's assembling, but also about how tired he is from long hours he is working. This illustrates the importance of _____.

Page reference: Conduct Public Relations as if the Whole Company Depends on It

- a. Company management should do the right thing by the public
- b. Public relations as a management function
- *c. Conducting public relations as if the whole company depends on it
- d. Top managers are the only ones responsible for public relations

Type: multiple choice question

Title: Chapter 1, Question 18

33) Jassim, a PR manager for a chain of shoe stores, aims to make sure he uses a _____ when communicating with social media followers and people who leave customer service reviews. He found that by communicating with a sense of humor, admitting mistakes, and even providing links to competitors, he can make communication enjoyable and maintain good relationships with his online publics.

Feedback: Backed by researchers, the conversational voice is gauged by asking people how much they agree with statements about how an organization communicates. A conversational voice correlates with public relations outcomes such as satisfaction, commitment, and trust.

Page reference: Remain Calm, Patient, and Good-Humored

- *a. Conversational voice
- b. Commitment voice
- c. Colloquial voice
- d. Chatty voice

Type: multiple choice question

Title: Chapter 1, Question 19

34) Karyn works for a company that owns 30 different restaurants in New England. She is responsible for monitoring and responding to online reviews. Karyn has set up a business account for each restaurant group and regularly encourages positive reviews. She also responds politely and constructively to critics, just as if they were in her restaurant face-to-face. She works hard to create a welcoming environment online and does not engage in _____ people who leave negative feedback.

Feedback: PCWorld's Robert Strohmeyer offers advice in writing about how to deal with Yelp disasters: "I like to think that most people are generally sensible, but the Internet has an uncanny knack for transforming rational adults into raving, infantile morons.... Once you accept this... you can begin to view your online critics as the reasonable minds they probably are, rather than the juvenile half-wits they appear to be."

Page reference: Remain Calm, Patient, and Good Humored

- a. Fueling
- b. Flaring
- *c. Flaming
- d. Flaying

Type: multiple choice question

Title: Chapter 1, Question 20

35) Maya oversees public relations at a large pharmaceutical company. She devotes a significant amount of resources to strengthening relationships with all employees. She knows they will be managing their own relationships with various stakeholders, and therefore, are the most powerful points of contact others have with the company. What Page Principle does this behavior support?

Feedback: Effective integrated communication means that publics form their beliefs and attitudes about organizations based on all their points of contact with an organization.

Page reference: Realize the Company's True Character is Expressed by Its People

- a. Remain calm, patient, and good-humored
- b. Manage for tomorrow
- c. Prove it with action
- *d. Realize the company's true character is expressed by its people

Type: multiple choice question

Title: Chapter 1, Question 21

36) _____ play an essential role in good, proactive public relations, helping to give meaning to day-to-day work. Key values such as honesty, loyalty, transparency, and social responsibility help practitioners avoid reactive damage control and deceptive spin.

Feedback: Page Principles show the importance of moral philosophy and ethics in public relations. Just doing damage control and spinning are not enough.

Page reference: Why Ethics Matter

- a. Plans
- *b. Ethics
- c. Assumptions
- d. Regulations

Type: multiple choice question

Title: Chapter 1, Question 22

37) Alicia felt she was doing the right thing by telling her supervisor that Anna was not doing her job, but, Alicia did not know what Anna's job responsibilities were. Good people make bad decisions all the time. Resolving ethical problems is a matter of the heart, but it is also _____.

Page reference: Reasons for studying ethics

- a. Like throwing darts
- b. A guessing game
- c. A matter of the gift of gab
- *d. An intellectual activity

Type: multiple choice question

Title: Chapter 1, Question 23

38) In addition to having a clear conscience, what other benefit will you enjoy if you follow good ethical principles?

Feedback: In addition, you'll feel better about yourself.

Page reference: Reasons for Studying Ethics

- a. You can always tell who is lying
- b. Your lunch will taste better
- *c. You will be better at your job and more important to the organization
- d. You will be able to have more vacation time

Type: multiple choice question

Title: Chapter 1, Question 24

39) Blake and Jeff are on the public relations staff of a large non-profit organization. They use social media platforms like Twitter, Facebook, and Snapchat, which have made ethical communication _____.

Page reference: A Guide for Ethical Decision-Making

- *a. Easier
- b. Harder
- c. Impossible
- d. Confusing

Type: multiple choice question

Title: Chapter 1, Question 25

40) Isabella, a public relations practitioner at a cable news station, arranges a news interview with a person she does not agree with personally. She weighs the importance of free speech and vigorous debate as much more important in society than her personal opinion about the station's host and format. This kind of ethical dilemma is an example of _____.

Page reference: Competing Duties

- a. Unethical behavior
- b. A lack of training
- c. A disjointed value system
- *d. Competing duties

Type: multiple choice question

Title: Chapter 1, Question 26

41) When asked to tweet from his client's Twitter account during a tradeshow, Todd Defren of SHIFT Communications faced an ethical dilemma. Using Kathy Fitzpatrick's Guide for Ethical Decision-Making to work through this ethical conflict, how did Todd ultimately resolve this dilemma?

Page reference: Case Study: "Tweeting Under False Circumstances"

- a. He refused to compromise his own standards and said he would not tweet under false circumstances
- b. He weighed his choices and felt this wasn't a significant conflict worthy of damaging his relationship with the client
- *c. He compromised, promoting in advance and throughout the event that these tweets may be composed by other team members
- d. He chose not to tweet, but composed a blog post after the event on behalf of the client

Type: multiple choice question

Title: Chapter 1, Question 27

42) John is a PR executive at a Fortune 500 company and a member of the Public Relations Professional Association, which has in its code of ethics, a prohibition against dating or having relationships with his co-workers. John has an intimate relationship with a co-worker. He retains his job, but loses his membership in the association. What is one of the criticisms of having a code of ethics?

Feedback: If a member acts within the law, but outside the code of ethics, revocation of the person's membership is the most the association can do in response.

Page reference: Criticisms of Codes

- a. The rules are too numerous to remember
- *b. The rules lack enforceability
- c. The rules are sometimes contradictory
- d. The rules are ones only a lawyer can understand

Type: multiple choice question

Title: Chapter 1, Question 28

43) PR Practitioner Martha disclosed her stock ownership in her client's organization. She consulted the PRSA Code of Ethics, "designed to be a useful guide for PRSA members as they carry out their ethical responsibilities." What is one of the advantages of having a code of ethics?

Page reference: Advantages of Codes

- *a. Provides solid guidelines for decision making and action
- b. Forces employees to follow all the rules
- c. Keeps critics from lodging complaints
- d. Gives the impression you are better than others

Type: multiple choice question

Title: Chapter 1, Question 29

44) What are two major professional public relations organizations that have developed a code of ethics?

ssPage reference: Professional Associations

- a. OSHA and HUD
- b. EPA and ADA
- *c. PRSA and IPRA
- d. FDIC and SEC

Type: multiple choice question

Title: Chapter 1, Question 30

45) Galen has just started his first job in public relations at a small PR agency and already feels stressed out. He found out one of his clients is an e-cigarette vaping company, and his manager has told him to do whatever it takes to get reporters to call him back. Galen personally disagrees with the client he must represent, and the tactics his boss wants him to use. This is creating _____ for Galen, and now he must decide if he is willing to continue at this job.

Feedback: These are some of the common ethical issues entry-level PR practitioners may face.

Page reference: Voices from the Field: Kathy Fitzpatrick

- *a. Internal dissonance
- b. Deception
- c. Greenwashing
- d. Transparency