

Test Bank Chapter 1—What is Public Relations?

1.1 Multiple Choice Questions

1. What is the nature of challenge of public relations?

- A) dynamic
- B) conflicting
- C) strategic
- D) multifaceted
- E) differentiation

Answer: D; Page: 4

Skill level: intermediate

2. What is NOT a representative term of the definitions of public relations?

- A) deliberate
- B) manipulative
- C) planned
- D) strategic
- E) public interest

Answer: B; Page: 6

Skill level: advanced

3. The public relations process is best described as:

- A) cyclical
- B) feedback-driven
- C) one-way
- D) media-centered
- E) Both A and B.

Answer: D; Page: 9

Skill level: advanced

4. Which is NOT a component of basic public relations practice?

- A) counseling
- B) employee relations
- C) fund-raising
- D) networking
- E) issue management

Answer: D; Page: 10

Skill level: basic

5. Which is a major difference between public relations and journalism?

- A) Journalism has many components.
- B) Journalists gather and select information for the primary purpose of providing the public with news and information.
- C) Journalists write for segmented audiences.
- D) Journalists reach audiences through a variety of channels.
- E) Journalists are more honest than public relations professionals.

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Answer: B; Page: 12
Skill level: intermediate

6. Which is the key major difference between public relations and advertising?
- A) Advertising involves paid space and broadcast time.
 - B) Advertising relies on a number of communication tools.
 - C) Advertising is broader than public relations in scope.
 - D) Advertising often uses public relations as a communication tool.
 - E) Advertising uses the tools of persuasion.

Answer: A; Page: 14
Skill level: intermediate

7. Considering the relationship between public relations and advertising, which of the following is most true?
- A) Advertising is paid time and space, while public relations material is often dictated by media gatekeepers.
 - B) Advertising is addressed to external audiences only.
 - C) Public relations is narrower in scope.
 - D) Advertising is usually more costly.
 - E) Public relations does not support advertising campaigns.

Answer: A; Page: 14
Skill level: basic

8. Why is public relations referred to as the fifth “P” of marketing strategy?
- A) It provides third-party endorsements.
 - B) It serves the public interest and generates public goods.
 - C) Public relations can help pull the company into the market.
 - D) It refers to audiences as “publics” rather than “consumers.”
 - E) Public relations is a management process.

Answer: C; Pages: 15-16
Skill level: intermediate

9. Of the following, what is most important to remember about strategic communication?
- A) Public and social policy issues don’t matter much these days.
 - B) Organizational downsizing dictates that public relations moves to the background.
 - C) Advertising is still the leading discipline, although it is the most expensive.
 - D) Competition among disciplines may ruin prime opportunities.
 - E) Goals and objectives can best be accomplished through an integrated approach.

Answer: E; Page: 17
Skill level: advanced

10. Which is a factor in fueling the trend toward integrated communication approach in public relations?
- A) continued growth of organizations
 - B) larger budgets for organizational marketing and communication
 - C) marketing of products/services generally unaffected by public and social policy issues

- D) advertising, because of high costs, isn't the silver bullet that it used to be
- E) merger mania in today's business world

Answer: D; Page: 17
Skill level: intermediate

11. Regarding global public relations, which of the following is not true?
- A) China has opened itself to market capitalism.
 - B) Asian nations are rapidly expanding their free-market economies.
 - C) China has more than 500,000 students studying aspects of public relations.
 - D) The public relations field is most extensively developed in Canada.
 - E) China has become the "new frontier."

Answer: D; Page: 5
Skill level: advanced

12. Effective public relations is based on
- A) Actual policies and performance
 - B) Spin and hype
 - C) One-way message dissemination
 - D) Promotional strategies
 - E) Competition

Answer: A; Page: 6
Skill level: intermediate

13. Public relations should always foster
- A) Organizational leadership
 - B) Open, two-way communication
 - C) Mutual understanding
 - D) A position for the organization's interest
 - E) Both B and C.

Answer: E; Page: 6
Skill level: advanced

14. Which of the following is NOT an element in the RACE formula?
- A) Action
 - B) Research
 - C) Competition
 - D) Evaluation
 - E) Communication

Answer: C; Page: 7
Skill level: basic

15. What was the biggest success of the "Frito-Lay and junk food" case?
- A) Planners utilized strategic communication to defeat the "junk food" label.
 - B) Social media users became the biggest new market.
 - C) "Sneak peeks" to journalists and bloggers boosted product sales.

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- D) Frito-Lay switched to new, healthier product formulas.
- E) Both A and D.

Answer: A; Page 8
Skill level: advanced

16. Which is NOT a way public relations that supports marketing?
- A) develops new prospects
 - B) hypes new products
 - C) paves the way for sales calls
 - D) provides inexpensive sales literature
 - E) helps sell minor products

Answer: B; Page: 16
Skill level: basic

17. How does public relations contributes to the bottom line?
- A) identifies new opportunities.
 - B) builds morale and teamwork.
 - C) ease resistance to change.
 - D) ensure public consent.
 - E) All of the above.

Answer: E; Page: 19
Skill level: basic

18. Public relations should lead marketing strategy because
- A) PR practitioners are master communicators.
 - B) PR practitioners do market research.
 - C) PR practitioners deal with multiple stakeholders.
 - D) PR practitioners create more effective sales literature.
 - E) PR practitioners have been trained in ethics.

Answer: C; Page: 18
Skill level: intermediate

19. What are the principal activities in crisis management?
- A) protecting positions
 - B) responding to or preventing issues
 - C) building coalitions
 - D) Both B and C.
 - E) suppressing the media

Answer: D; Page: 19
Skill level: advanced

20. Which of the following is NOT a component of public relations?
- A) government affairs
 - B) financial audits
 - C) special events
 - D) issues management
 - E) community relations

Answer: B; Page: 10
Skill level: basic

1.2 True/False Questions

1. In the 21st century, writing has diminished as a key public relations skill.

Answer: FALSE; Page: 4
Skill level: advanced

2. Public relations is a process, which is a series of actions, changes, or functions.

Answer: TRUE; Page: 7
Skill level: intermediate

3. Research is the first step in any successful public relations campaign.

Answer: TRUE; Page: 7
Skill level: basic

4. Journalists write primarily for segmented, targeted audiences, and are less inclined to appeal to the masses.

Answer: FALSE; Page: 13
Skill level: advanced

5. Public relations is primarily addressed to external audiences.

Answer: FALSE; Page: 14
Skill level: intermediate

6. In marketing, public relations is primarily designed as a relationship-building strategy, and is less focused on economic concerns.

Answer: TRUE; Page: 15
Skill level: intermediate

7. These days, smart planners realize that an organization's goals and objectives can be best accomplished through an integrated approach, not just through marketing but through all communication functions.

Answer: TRUE; Page: 17
Skill level: basic

8. The public relations field has yet to be developed in other countries around the world.

Answer: FALSE; Page: 5
Skill level: basic

9. Ultimately, public relations is about open, two-way communication.

Answer: TRUE; Page: 6
Skill level: advanced

10. Public relations professionals are not objective observers, but are advocates for their clients.

Answer: TRUE; Page: 13
Skill level: basic

1.3 Essay Questions

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1. Your book says that public relations contributes to the bottom line in at least nine ways. Name and define four of them.

Answers will vary. Possibilities:

- a) Through publicity, promotion and audience targeting, public relations paves the way for sales, fund-raising and stock offerings.
- b) Through organizational motivation, public relations builds morale, teamwork, productivity and corporate culture.
- c) Through opportunity identification, public relations discovers new markets, products, audiences, methods, allies and issues.
- d) As a change agent, public relations eases resistance to change and promotes smooth transition.

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Skill level: intermediate

2. Discuss the importance of public relations in developing a brand.

As a leading discipline in strategic communication, public relations creates the brand, while advertising supports the brand. Public relations professionals understand audiences in multilayered ways that go beyond the basic role of consumers, and can therefore influence them through multiple messages and channels. Brand development is also impacted by public and social policy issues, which public relations is in a strong position to influence. Best of all, public relations can deliver this for a surprisingly small share of the overall campaign budget.

Pages 17-19

Skill level: advanced

Test Bank Chapter 2—Careers in Public Relations

2.1 Multiple Choice Questions

1. What does NOT explain a changing focus in public relations?
 - A) The field of public relations has broadened far beyond the concept of media relations.
 - B) The growth of public relations as a career field distinctly separate from journalism has spawned.
 - C) The number of available public relations jobs has dwindled in recent years.
 - D) An expanding area of public relations practice is crisis communication counseling.
 - E) An increasing amount of writing is being done in “controlled” media.

Answer: C; Pages: 26-27

Skill level: advanced

2. Which is considered an essential ability for a public relations practitioner?
 - A) writing
 - B) networking
 - C) marketing experience
 - D) design
 - E) accounting

Answer: A; Page: 28

Skill level: basic

3. According to figures provided in the *PRWeek* 2011 annual salary survey, the career outlook for public relations professionals could be described as:
 - A) moderate
 - B) positively robust
 - C) declining
 - D) holding its own
 - E) far beyond expectations

Answer: B; Page: 25

Skill level: advanced

4. What was the national median salary in 2011 for practitioners between 31 and 35 years old?
 - A) \$56,000
 - B) \$38,000
 - C) \$103,000
 - D) \$72,000
 - E) \$85,000

Answer: E; Page: 25

Skill level: basic

5. What percentage of public relations professionals in the United States are female?
 - A) 15
 - B) 32
 - C) 73
 - D) 80
 - E) 91

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Answer: C; Page: 37

Skill level: intermediate

6. You are a recent college graduate and a new public relations professional looking for work. If a high salary is most important to you, which work setting are you most likely to choose?
- A) agency
 - B) corporation
 - C) government
 - D) nonprofit
 - E) education

Answer: B; Page: 37

Skill level: intermediate

7. What is NOT a factor to explain the salary gap with regard to gender?
- A) years of experience in the field
 - B) technician duties versus managerial responsibilities
 - C) lack of uniform licensing
 - D) women attempting to balance work and family
 - E) nature of the industry

Answer: C; Page: 36

Skill level: advanced

8. Crisis communication counseling skills are more essential than ever because
- A) they strengthen the influence of public relations in the organization.
 - B) public acceptance and support are key to a company's success.
 - C) these skills require considerable professional expertise.
 - D) conflicts are infrequent in the business world.
 - E) Both A and C.

Answer: E; Page: 27

Skill level: advanced

9. Is possible to define a single public relations type of personality for career success?
- A) Yes; it must be friendly and outgoing.
 - B) Yes; it must be driven and focused on success.
 - C) Both A and B.
 - D) No; the field is so diverse that it needs many different personalities.
 - E) It depends on the job and the organization.

Answer: C; Page: 28

Skill level: advanced

10. Good public relations is valuable for all of the following reasons EXCEPT:
- A) The world needs savvy communicators.
 - B) The world needs facilitators.
 - C) It benefits both business and society
 - D) It provides management with a "spin" mechanism.
 - E) All of the above are true.

Answer: D; Page: 38
Skill level: intermediate

11. All of the following are essential abilities for public relations practitioners EXCEPT:
- A) writing skills.
 - B) research ability.
 - C) graphic design.
 - D) planning expertise.
 - E) problem-solving ability.

Answer: C; Page: 28
Skill level: basic

12. Which of the following work settings employs the greatest number of PRSA members?
- A) corporations
 - B) public relations agencies/firms
 - C) entertainment
 - D) sports
 - E) government

Answer: A; Page: 27
Skill level: basic

13. Public relations practitioners must possess a variety of skills/abilities because
- A) practitioners are constantly changing jobs.
 - B) the field is so diverse.
 - C) the government requires it.
 - D) most practitioners don't study public relations in college.
 - E) none of the above.

Answer: B; Pages: 28-29
Skill level: intermediate

14. Regarding expertise in social media, which of the following is most true?
- A) It is no longer very important in public relations.
 - B) It is the most important public relations skill.
 - C) the public relations field has expanded beyond social media, into Web 3.0.
 - D) It is likely to increase in importance.
 - E) Twitter has emerged as the leading channel.

Answer: E; Page: 29
Skill level: advanced

15. In the "technician" role, public relations practitioners are
- A) primarily responsible for producing communication products.
 - B) managing staff.
 - C) developing high-level strategic documents.
 - D) counseling CEOs.
 - E) establishing their own public relations agencies.

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Answer: A; Page: 33
Skill level: basic

16. In the “executive” role, practitioners may do all of the following EXCEPT:
- A) lead and manage the organization.
 - B) supervise projects.
 - C) develop organizational vision statements.
 - D) formulate strategic objectives.
 - E) create organizational policies.

Answer: B; Page: 33
Skill level: intermediate

17. Which of the following tasks are you most likely to do as a public relations intern?
- A) media monitoring
 - B) writing press releases
 - C) financial estimating
 - D) compiling status reports
 - E) all of the above

Answer: E; Pages: 34-35
Skill level: intermediate

18. According to 2011 salary data, the median salary for recent public relations graduates is
- A) \$24,000.
 - B) \$32,000.
 - C) \$43,000.
 - D) \$51,000.
 - E) \$60,000.

Answer: B; Page: 35
Skill level: basic

19. Communication “managers” are likely do all of the following EXCEPT:
- A) counsel senior management.
 - B) oversee multiple communication strategies.
 - C) supervise employees.
 - D) Develop organizational vision.
 - E) make communication policy decisions.

Answer: D; Page: 33
Skill level: intermediate

20. Today’s public relations practitioner must understand
- A) The QR codes behind social media sites.
 - B) how to manage competition and conflict.
 - C) how to achieve clear and consistent communication.
 - D) the importance of media opposition.
 - E) Both B and C.

Answer: E; Page: 38

Skill level: advanced

2.2 True/False Questions

1. The median annual salary for recent graduates working in public relations is higher than the median national average for all communication fields.

Answer: True; Page: 35

Skill level: basic

2. The salary advantage for men over women is found only in public relations.

Answer: FALSE; Page: 36

Skill level: intermediate

3. Problem-solving ability is considered an essential ability for those pursuing a public relations career.

Answer: TRUE; Page: 29

Skill level: basic

4. Today, much of the writing in public relations is done for “controlled media.”

Answer: TRUE; Page: 26

Skill level: intermediate

5. Public relations practitioners should still begin their careers as journalists.

Answer: FALSE; Page: 26

Skill level: basic

6. Experts predict that the fashion and entertainment fields will offer the most public relations jobs in the next five years.

Answer: FALSE; Page: 27

Skill level: advanced

7. Writing is no longer as important as it used to be in public relations.

Answer: FALSE; Page: 28

Skill level: intermediate

8. Although managers and technicians fill different job roles, the differences aren’t always clear-cut.

Answer: TRUE; Page: 34

Skill level: advanced

9. These days, most public relations students will be successful in finding more paid internships.

Answer: TRUE; Page: 34

Skill level: basic

10. Public relations provides a vital service to both business and society.

Answer: TRUE; Page: 38

Skill level: intermediate

2.3 Essay Questions

1. People who plan to pursue careers in public relations should develop knowledge and abilities in six basic areas. Choose two of these six abilities and discuss why you believe they are the most important to the practice of public relations.

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The six essential abilities are: 1.) writing skills; 2.) research ability; 3.) planning expertise; 4.) problem-solving ability; 5.) business/economics competence; and 6.) expertise in social media. Students should be specific as possible in their answering this question.

Pages: 28-30

Skill level: advanced

2. You have a choice of taking a prestigious internship at either a local metropolitan daily newspaper, or at a small but well-respected public relations firm. Cite and elaborate on pros and cons for each choice, and then choose one. Explain your choice and why it best fits your skill set, personality, and long-term goals.

A newspaper internship would provide invaluable new skills including writing on deadline, interviewing sources, managing media relations, graphic design, and working with public relations practitioners on the other side of the news desk. However, it would be limited in scope and would not provide a direct conduit to a student's chosen career path in public relations.

By contrast, a public relations internship would provide the student with a host of new public relations skills directly related to his/her career path. Agencies and corporate communication departments are beginning to see interns as the future of their companies. In this setting, the student would be able to network directly with future employers, clients and fellow professionals. At the same time, if the agency is limited in its work or client scope, it may not match the student's interests.

In addition, if the agency does not give the intern meaningful job duties, the experience will not be very valuable.

Pages: 34-35

Skill level: intermediate

