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

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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