

Multiple Choice Questions (Enter your answers on the enclosed answer sheet)

1. The process of researching, creating, and refining a product or service and distributing that product or service to targeted customers is called _____.
 - a. marketing
 - b. advertising
 - c. public relations
 - d. all of the above
 - e. none of the above

2. Organizations such as PRSA and IABC have sought to promote professionalism in public relations by _____.
 - a. supporting government licensing of public relations
 - b. establishing voluntary accreditation programs
 - c. demanding an increase in practitioner minimum salaries
 - d. requiring minimum competency tests for new practitioners
 - e. filing lawsuits against unethical practitioners

3. The process of building corporate and product identities is known as _____.
 - a. relationship management
 - b. marketing
 - c. branding
 - d. identification
 - e. public relations

4. Decision making based on the experience of trial and error is known as a _____ approach.
 - a. theoretical
 - b. heuristic
 - c. experiential
 - d. cognitive
 - e. foolhardy

5. The values-driven management of relationships between an organization and the publics that can affect its success is known as _____.
 - a. values-added public relations
 - b. values-driven public relations
 - c. the dynamic approach to public relations
 - d. reputation management
 - e. relationship building

6. In values-driven public relations, the practitioner should consider _____.
 - a. his or her personal values
 - b. the client organization's values
 - c. the values of the targeted publics
 - d. all of the above
 - e. none of the above

7. Of the five broad categories of public relations jobs, this category offers the greatest number and variety of jobs.
 - a. corporations
 - b. nonprofit organizations and trade associations
 - c. governments
 - d. public relations agencies
 - e. independent public relations consultancies

8. In which broad category of public relations jobs are practitioners least likely to have the term public relations included in their job titles?
 - a. corporations
 - b. nonprofit organizations and trade associations
 - c. governments
 - d. public relations agencies
 - e. independent public relations consultancies

9. In which broad category of public relations jobs does one multi-person organization assist with the public relations activities of other organizations?
 - a. corporations
 - b. nonprofit organizations and trade associations
 - c. governments
 - d. public relations agencies
 - e. independent public relations consultancies

10. In which broad category of public relations jobs do practitioners bear the greatest responsibility of their personal success or failure?
 - a. corporations
 - b. nonprofit organizations and trade associations
 - c. governments
 - d. public relations agencies
 - e. independent public relations consultancies

11. According to Professor David Dozier, persons whose primary role is to prepare communications that help execute public relations policies created by others are known as public relations _____.
- professionals
 - technicians
 - specialists
 - managers
 - practitioners
12. When applying for a job, applicants should _____.
- ask about salary
 - use e-mail
 - have a flawless résumé
 - all of the above
 - none of the above
13. Many public relations practitioners record how they spend their working hours _____.
- as a means of billing clients
 - for internal billing purposes
 - to allow their supervisors to see how employees spend their time
 - all of the above
 - none of the above
14. As a result of the downsizing of organization in the late 20th century, _____.
- many corporations downsized or eliminated their public relations departments
 - new opportunities were created for public relations agencies and consultants
 - the demand for public relations counsel decreased
 - a and b
 - a and c
15. The First Amendment is important to public relations because it _____.
- guarantees the right to vote
 - created the concept of disclosure laws
 - limits the amount of federal money that can be used to pay a publicity expert
 - included the "Declaration of Principles"
 - established the right to free expression

16. Thomas Paine _____.
- was the first licensed public relations practitioner
 - wrote *Common Sense*
 - did public relations for the Nazis
 - headed the Office of War Information
 - was President Nixon's press secretary during the Watergate scandal
17. The "Declaration of Principles" promised _____.
- accurate and prompt information
 - to preserve the anonymity of sources
 - a complete disclosure of all financial information
 - to comply with all local, state, and federal laws
 - free balloons for the kids
18. After World War II, the Office of War Information evolved into _____.
- the United States Information Agency
 - the Central Intelligence Agency
 - the White House Office of Communications
 - the Office of Public Information
 - the United Network Command for Law Enforcement
19. This was the first nationwide grassroots fund raising campaign on behalf of medical research.
- The Danny Thomas - St. Jude's Children's Hospital Foundation
 - The Jerry Lewis Muscular Dystrophy Association Labor Day Telethon
 - The Susan G. Komen Race for the Cure
 - The Great American Smoke-Out
 - The March of Dimes
20. Ivy Ledbetter Lee fell into disfavor because of his association with _____.
- Communist China
 - the Ku Klux Klan
 - Al Capone
 - Nazi Germany
 - Doris Fleischman

21. When you communicate with one public in an attempt to reach another public, the public with whom you are communicating is known as _____.
- a. a primary public
 - b. an intervening public
 - c. a latent public
 - d. an aware public
 - e. a secondary public
22. A group whose values have come into contact with the values of your organization, but which has not realized it, is known as _____.
- a. a primary public
 - b. an intervening public
 - c. a latent public
 - d. an aware public
 - e. a secondary public
23. Which of these statements about U.S. investors is true?
- a. Most investors are not college graduates.
 - b. Most investors are single.
 - c. The top reason cited for investing is saving for retirement.
 - d. all of the above
 - e. none of the above
24. _____ accounts for approximately two-thirds of U.S. economic activity.
- a. Government spending
 - b. Consumer spending
 - c. Industrial expenditures
 - d. Foreign investment
 - e. Business expenditures
25. The Coca Cola Company is a prime example of _____.
- a. a company that has suffered from having poor community relations
 - b. a company that restored its damaged image within the community
 - c. a company that made diversity one of its leading corporate values
 - d. b and c
 - e. all of the above

26. Amazon.com drew the ire of its customers when it _____.
- removed books from their electronic books without any warning
 - donated money to a controversial organization
 - raised executive salaries while raising book prices
 - refused to sell books published outside of the United States
 - stopped giving free balloons to children
27. In response to consumer complaints, Amazon.com _____.
- blamed the copyright holder for the confusion
 - apologized
 - offered rebates, coupons and book replacements
 - a and b
 - b and c
28. This element of the communication model is where the communication originates.
- message
 - source
 - noise
 - receiver
 - channel
29. This element of the communication model represents the medium used to transmit the communication.
- message
 - source
 - noise
 - receiver
 - channel
30. This theory of mass communication is based on the belief that mass media are so powerful that people can be influenced to do almost anything by a well-crafted message.
- n-step theory
 - magic bullet theory
 - agenda setting hypothesis
 - uses and gratifications theory
 - diffusion theory

31. This theory of mass communication is based on the belief that the power of the media is to provide information to people who, in turn, influence the actions of others.
- n-step theory
 - magic bullet theory
 - agenda setting hypothesis
 - uses and gratifications theory
 - diffusion theory
32. This theory of mass communication says that people serve as gatekeepers who decide which media may influence them.
- n-step theory
 - magic bullet theory
 - agenda setting hypothesis
 - uses and gratifications theory
 - diffusion theory
33. According to Aristotle, an appeal to one's emotions is known as _____.
- pathos
 - logos
 - ethos
 - eggos
 - legos
34. In an ethical dilemma, when you adopt a solution that does the greatest good for the greatest number of people, you are applying a philosophy known as _____.
- utilitarianism
 - the Potter Box
 - the golden mean
 - the veil of ignorance
 - values-driven public relations
35. In an ethical dilemma, when you try to understand the situation from others' viewpoints, you are applying the ethical principle known as _____.
- utilitarianism
 - the Potter Box
 - the golden mean
 - the veil of ignorance
 - values-driven public relations

36. According to the authors of your textbook, the notion that public relations practitioners must choose between objectivity and advocacy is _____.
- called the Potter Box
 - an example of the veil of ignorance
 - rejected by all practitioners
 - a necessary evil
 - a misleading ethics debate based upon a false premise
37. _____ is the idea that a society functions at its best when organizations act as citizens who seek the common good.
- Transparency
 - Fully functioning society theory
 - Cultural relativism
 - Ethical Imperialism
 - Utilitarianism
38. The public relations practitioner's role as a relationship manager _____.
- can involve the delivery of unpopular truths
 - resolves the misleading question of whether one should serve as an advocate or as an objective observer
 - can mean that sometimes it is necessary to be an advocate
 - all of the above
 - none of the above
39. The controversy surrounding the use of monkeys for research at the University of Wisconsin-Madison is an example of _____.
- legal/ethical confusion
 - overwork
 - short-term thinking
 - cross-cultural ethics
 - ethical imperialism
40. The American Coalition for Clean Coal Energy angered a Virginia congressman when it _____.
- gave money to a political opponent
 - forged letters of support from a grassroots organization
 - wiretapped his office
 - a and b
 - b and c

41. When everyone in a sampling frame is assigned a number and the sample is then selected by drawing numbers from a hat, the sampling technique is known as _____.
- simple random sampling
 - systematic sampling
 - cluster sampling
 - cross-tabulation sampling
 - a census
42. When conducting a focus group, you should not ask participants _____.
- to give you their attitudes on a subject
 - to tell you about their problems
 - for a solution to a problem
 - to tell you what they see as their needs
 - how they might act in a certain situation
43. A survey sample is considered to be representative of a particular population if _____.
- everyone in the population has an equal chance of participating in the survey
 - the sample is of sufficient size
 - if "K" is greater than 250
 - the survey instrument is nonbiased
 - a and b
44. The research technique that determines whether an organization's communications are consistent with its stated goals and objectives is known as _____.
- goals analysis
 - focus groups
 - a communication audit
 - problem/opportunity identification
 - the Potter Box
45. The process of identifying emerging issues and developing a response before they have a significant influence upon an organization is known as _____.
- primary research
 - consequential research
 - envisioning
 - issues management
 - reading tea leaves

46. Which of the following questions should one ask in developing a research strategy?
- a. Is research worth the expense involved?
 - b. How will I gather needed information?
 - c. What do I want to know?
 - d. b and c
 - e. none of the above
47. A public relations plan in place and unchanged for a long time is called _____.
- a. a standing plan
 - b. a logistical plan
 - c. an ad hoc plan
 - d. a flexible plan
 - e. a contingency plan
48. A public relations plan developed and executed for a single, one-time purpose is called _____.
- a. a standing plan
 - b. a logistical plan
 - c. an ad hoc plan
 - d. a flexible plan
 - e. a contingency plan
49. According to the Institute for Public Relations, a good objective _____.
- a. describes a specific public relations action
 - b. refers to "ends," not "means"
 - c. is a general statement of anticipated results
 - d. is inexpensive
 - e. specifies only one target audience
50. Generalized statements of the outcomes you hope your plan will achieve are _____.
- a. goals
 - b. brainstorming
 - c. tactics
 - d. building consensus
 - e. objectives

51. A good plan is _____.
- a. flexible
 - b. realistic
 - c. inexpensive
 - d. a and b
 - e. b and c
52. Blogger Val Jones said the U.S. Preventive Services Task Force breast cancer recommendations were controversial because _____.
- a. the timing of the announcement was poor
 - b. the recommendations were scientifically unsound
 - c. it was a high-profile subject
 - d. all of the above
 - e. a and c
53. A pitch is directed toward _____.
- a. government regulators
 - b. investors
 - c. customers
 - d. journalists
 - e. voters
54. VNR stands for _____.
- a. video news release
 - b. values-neutral research
 - c. values-negotiated risk
 - d. variable noncompliance restriction
 - e. video network registration
55. Intranets _____.
- a. are used in media relations
 - b. are used in employee relations
 - c. are the same as extranets
 - d. all of the above
 - e. none of the above

56. The acronym PAC stands for_____.
- a. public access committee
 - b. political action committee
 - c. political access committee
 - d. political assistance committee
 - e. positive attitude committee
57. An organization might schedule a news conference for late afternoon because _____.
- a. that's the standard time for news conferences
 - b. that works best for live radio
 - c. that works best for TV evening news deadlines
 - d. it wants to limit reporters' time to find other sources with dissenting opinions
 - e. that's when satellite uplinks are cheapest
58. What's the best advice for a news conference?
- a. Don't do it if alternatives such as a news release would work as well.
 - b. Schedule it when all media can attend.
 - c. Have refreshments for reporters.
 - d. Invite only media you know are friendly.
 - e. Have hot coffee on hand.
59. The D in IDEA stands for _____.
- a. dissemination
 - b. domination
 - c. dimensions
 - d. delivery
 - e. dynamic
60. At which stage of the writing process must one overcome what is known as "the euphoria of creation"?
- a. research
 - b. revision
 - c. credibility
 - d. evaluation
 - e. organization

61. Microediting _____.
- a. is a sentence-by-sentence double-check of accuracy, spelling and grammar
 - b. challenges the meaning, organization, and format of a document
 - c. is the final step in the writing process
 - d. a and c
 - e. b and c
62. Writing something for use in broadcast media is different from writing something for print media because _____.
- a. broadcasters want snappy copy
 - b. broadcasters reach a bigger audience
 - c. the broadcast audience is more attentive
 - d. it is more expensive
 - e. the broadcast audience usually gets only one chance to understand the message
63. Good news is best presented in the _____ of a message.
- a. beginning
 - b. middle
 - c. end
 - d. It doesn't make any difference. Good news is good news.
 - e. This is a trick question: there is no best way to deliver good news.
64. When making a presentation, you should _____.
- a. start with a good joke
 - b. maintain good eye contact with the audience
 - c. convey information the listeners will find useful
 - d. a and c
 - e. b and c
65. Democratic nominee Barack Obama's social media staff was _____ times larger than that of his Republican challenger in the 2008 presidential election.
- a. 2
 - b. 5
 - c. 7
 - d. 10
 - e. 20

66. _____ are informal online communities that come together from time to time because of common interests.
- Social networks
 - Social media
 - Global villages
 - Hypermedia
 - Utopias
67. Among the social ramifications of the Digital Revolution are _____.
- delayed stress syndrome
 - global warming
 - protection of intellectual property
 - all of the above
 - none of the above
68. Public relations work done by small, independent consultancies that has the look and feel of work done by much larger agencies is known as _____.
- digital public relations
 - techno-PR
 - virtual public relations
 - hypermedia
 - analogical public relations
69. Viral marketing proved to be an effective tactic _____.
- following the SARS outbreak in Canada in 2003
 - with the introduction of the personal computer in 1977
 - that led to the election of Bill Clinton as U.S. president in 1992
 - with the introduction of Microsoft's Vista operating system in 2005
 - that helped the Allies counter Nazi propaganda in World War II
70. According to your textbook, the number of Internet web sites had grown from 1 in 1990 to more than _____ in 2009.
- 1 million
 - 10 million
 - 100 million
 - 200 million
 - 1 trillion

71. A major reason for the government's inadequate response to Hurricane Katrina was _____.
- a. it was unexpected
 - b. a breakdown in relationships among key stakeholders
 - c. a failure to conduct realistic training exercises
 - d. a and b
 - e. b and c
72. An unpleasant occurrence that is commonplace, can be addressed in a limited time frame and doesn't drain organizational resources or arouse public attention is _____.
- a. a crisis
 - b. a problem
 - c. a situation
 - d. an incident
 - e. an event
73. According to former auto executive Gerald Meyers, crises can _____.
- a. cause you to "get religion"
 - b. help develop new competitive edges
 - c. can change people
 - d. a and c
 - e. b and c
74. The second step of the crisis communications process is _____.
- a. message development
 - b. recovery
 - c. response
 - d. risk assessment
 - e. planning
75. A crisis communications plan should include _____.
- a. the members of the crisis management team
 - b. a definition of a crisis
 - c. a list of an organization's key stakeholders
 - d. all of the above
 - e. none of the above

76. The crisis management team meets in the _____.
- a. emergency operations center
 - b. media information center
 - c. central command post
 - d. executive suite
 - e. place where the crisis is occurring
77. The process of researching, creating, refining, and promoting a product or service and distributing it to targeted consumers is _____.
- a. marketing
 - b. public relations
 - c. advertising
 - d. promotion
 - e. IMC
78. An indication that public relations is influencing consumer-focused marketing is _____.
- a. the emphasis on two-way communication
 - b. the decline in the use of IMC
 - c. the dividing of publics into smaller publics
 - d. a and b
 - e. a and c
79. Which of the following is not one of Robert Lauterborn's four C's of IMC?
- a. consumer commitment
 - b. consumer wants and needs
 - c. consumer's cost
 - d. convenience to buy
 - e. communication
80. A key to a successful IMC campaign is _____.
- a. the use of advertising messages
 - b. the use of public relations techniques
 - c. direct mail
 - d. sending one clear message
 - e. free balloons for the kids

81. The process of seeing if an organization is ready for an IMC campaign is called _____.
- a communications audit
 - quantitative research
 - an IMC audit
 - focus group research
 - a reality check
82. According to corporate executive Matthew Gonring, a successful strategy for developing a successful IMC campaign is _____.
- the creation of shared performance measures
 - the use of mass marketing techniques
 - the development of a global communications strategy
 - the use of broad evaluative measures that cover all audiences
 - exercising regularly and drinking three glasses of milk daily
83. The process of selecting words, images, and other forms of communication that will form a message is known as _____.
- channeling
 - decoding
 - encoding
 - translating
 - message selection
84. The process of producing meaning from a source's message is known as _____.
- channeling
 - decoding
 - encoding
 - translating
 - message selection
85. When the Coca-Cola Company tried to translate the name of its popular soft drink into Chinese, the translation read _____.
- "Drink the elixir of the Gods"
 - "Sunshine soda"
 - "Don't drink this garbage"
 - "Live long and prosper"
 - "Bite the wax tadpole"

86. The third step in the cross-cultural communications process is _____.
- commitment
 - sensitivity
 - research
 - advocacy
 - testing
87. According to Hofstede's cultural dimensions, _____ measures how well a society tolerates ambiguity.
- long-term orientation
 - power distance
 - individualism versus collectivism
 - uncertainty avoidance
 - masculinity versus femininity
88. Which of the following is/are prominent in defining the differences between cultures?
- psychographics
 - demographics
 - geodemographics
 - all of the above
 - none of the above
89. Expression intended to generate marketplace transactions is known as _____ speech.
- paid
 - commercial
 - advertising
 - marketplace
 - restricted
90. The U.S. Supreme Court has consistently ruled that commercial speech _____.
- has no First Amendment protection
 - has limited First Amendment protection
 - is more restricted than political speech
 - a and c
 - b and c

91. The agency that is responsible for overseeing the nation's financial markets is the _____.
- a. Federal Banking Commission
 - b. Federal Home Loan Bank Board
 - c. U.S. Treasury Department
 - d. Securities and Exchange Commission
 - e. Federal Reserve Board
92. Food and Drug Administration regulations cover the _____ of prescription drugs.
- a. advertising
 - b. promotion
 - c. labeling
 - d. all of the above
 - e. none of the above
93. Which of the following is not a burden of proof in libel?
- a. fault
 - b. blame
 - c. publication
 - d. defamation
 - e. damage
94. The additional burden of proof that public officials carry in libel cases is _____.
- a. the Sullivan rule
 - b. actual malice
 - c. defamation
 - d. pain and suffering
 - e. loss of social contacts
95. By the middle of the 21st century, approximately _____ of the nation will be minorities by 2050.
- a. 10 percent
 - b. 33 percent
 - c. 54 percent
 - d. 75 percent
 - e. 90 percent

96. The Census Bureau estimates that the U.S. population will total _____ million in 2050.
- 275
 - 439
 - 669
 - 712
 - 919
97. The Census Bureau estimates that the world's most populous nation in 2010 was _____.
- Indonesia
 - China
 - India
 - the United States
 - Nigeria
98. In 2008, _____ of U.S. women were in the U.S. workforce.
- 30 percent
 - 40 percent
 - 50 percent
 - 60 percent
 - 70 percent
99. According to a 2007 report, women just one year out of college earn _____ than their male colleagues doing the same jobs.
- the same
 - 10 percent more
 - 20 percent more
 - 10 percent less
 - 20 percent less
100. Which of the following statements is not true?
- The number of sexual harassment cases filed has declined in the last decade.
 - Companies that do not combat sexual harassment could face stiff penalties.
 - Lookism is defined as the tendency to define a woman's performance by her appearance.
 - Sexual harassment laws protect only women.
 - Workers who file sexual harassment suits don't face adverse job consequences.