Hofstra University • PR 100 • Mid-Term Exam
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1. To effectively communicate with a public (also known as stakeholders), it is important to recognize that
   a. all publics have the same needs.
   b. all publics are most interested in the technology you use.
   c. all publics have their own special needs and often require different types of communication.
   d. all of the above.

2. Publics that are classified as internal publics include
   a. stockholders and the board of directors
   b. customers and suppliers
   c. legislators and the general public
   d. senior citizens and children

3. What is the cardinal rule for public relations practitioners?
   a. never, ever lie
   b. don't get caught lying
   c. spin the issue to sway public opinion
   d. if the news is bad, hide from the press

4. The government affairs function of public relations
   a. deals with customers who want sales information.
   b. deals with officials at the local, state, and federal levels.
   c. deals with investors who want information about the annual meeting.
   d. deals with behavioral beliefs.

5. To be successful, a public relations professional should have the predisposition to
   a. disclose rather than withhold information.
   b. avoid responding to false accusations from an irate consumer.
   c. avoid confronting situations before they escalate.
   d. be argumentative.

6. Which of the following is a factor that shaped how Public Relations came of age?
   a. growth of large institutions
   b. heightened public awareness and media sophistication
   c. societal change, conflict, and confrontation
   d. All of the above

7. Which major trend below is contributing to the evolution of the practice of public relations in the U.S.?
   a. increasing numbers of mom-and-pop retail, startup companies
   b. increasing pressure to become a profession like law or accounting
   c. increasing media sophistication by the public as well as increased access to information
   d. increasing numbers of institutes of higher learning on the Internet

8. Which of the following is NOT a major trend contributing to the evolution of the practice of public relations?
   a. growth in use of traditional distribution systems, including cars, trucks, and airlines
   b. growth of big institutions
   c. growth in public awareness and media sophistication
   d. growth in consumer and business use of the Internet and social media

9. During World War I and World War II, public relations techniques to help mobilize United States citizens to support war efforts were used by the
   a. The House Un-American Activities Committee.
   b. The Department of War (Defense) and Office of War Information.
   c. Truman and Nixon administrations.
   d. None of the above.

10. What devastating public relations problem did Johnson & Johnson face on September 30, 1982?
    a. management learned extra-strength Tylenol had been used as a murder weapon to kill three people in Chicago.
    b. people did not like the new Tylenol packaging so they lost market share.
    c. people did not like Tylenol's shift from capsules to caplets so they lost market share.
    d. management learned that extra-strength Tylenol had been replaced with Pez in certain shipments to a CVS in rural Arkansas.

11. What did Johnson & Johnson do in response to the product tampering crisis in 1982?
    a. recalled 93,000 bottles of extra-strength Tylenol associated with the reported murders.
    b. went public right away with the news even though they knew it would have a huge economic impact on the company.
    c. welcomed investigative news programs to report on the matter.
    d. all of the above

12. Which of the following is critical to the PR communication process?
    a. to send as many messages as time will allow
    b. to make oneself understood
    c. to make sure you immediately persuade
    d. to impart ideas

13. Before public relations practitioners can earn the respect of management and become trusted advisors, they must:
    a. be adept at accounting.
    b. be the best communicator in the organization.
    c. be able to memorize the periodic table of elements.
    d. be able to convert all measurements into the metric system.

14. Typical goals for communication include
    a. to command.
    b. to challenge accepted precepts.
    c. to persuade, inform, and motivate.
    d. to always control the message, even if means being dishonest.

15. The communication goal that relates to understanding a group in opposition idea is:
    a. to build mutual understanding.
    b. to motivate.
    c. to persuade.
    d. to inform.

16. _____ is a typical goal of communication when someone seeks to explain benefits that the opposition can gain from reconsidering an idea.
    a. To inform
    b. To manipulate
    c. To build mutual understanding
    d. To strategize

17. How a receiver decodes a message depends greatly on the receiver's
    a. context and their perceptions.
    b. use of social media.
    c. charisma.
    d. credibility.

18. In decoding, which of the following does NOT influence translation of a message?
    a. stereotypes
    b. semantics
    c. symbols
    d. inverted pyramid

19. Feedback is critical to communication because from it
    a. the source can learn whether a receiver understands a message.
    b. the receiver can learn how to avoid future messages.
    c. the source learns how to avoid messages from the receiver.
    d. the source and the receiver learn what type noise to include in a message

20. A President trying to gain support for an assault on terrorism bill would likely use an _____ appeal.
    a. economic
    b. efficient
    c. emotional
    d. evidential

21. _____ is a front-line responsibility of public relations.
    a. Litigation publicity
    b. Motivation management
    c. Reputation management
    d. Heuristic argumentation

22. Which of the following is at the heart of the ethical practice of public relations?
    a. brokering agreements with media to refrain from reporting news
    b. stonewalling when it is in the best interest of a client
    c. doing the right thing
    d. avoiding telling the truth

23. A major difference between public relations and marketing/advertising is
    a. marketing and advertising promote an organization
    b. public relations promotes an entire organization, including its people, products, and services
    c. marketing and advertising promote an organization's individuals rather than its products or services
    d. public relations promotes only a product or a service

24. As the "conscience" of an organization, public relations practitioners
    a. should advocate to divulge "everything" right away about the organizations for which they work.
    b. should remember to ask, "Are we doing the right thing?"
    c. should advocate to impose rigorous regulations against corporate criminals.
    d. should ignore criticism that business ethics are non-existent.

25. Which of the following is a reason to have a corporate code of ethics?
    a. to avoid having to respond to media inquiries about transgressions
    b. to increase profits for publicly-owned businesses
    c. to increase public confidence
    d. to influence legislators to pass more up-to-date reform bills

26. An organization's social responsibility image is often determined by
    a. its desire to earn a profit above all else.
    b. its focus on being the number one patron of the arts.
    c. its attention to be ethical and to improve the quality of life for people.
    d. its focus on looking good rather than doing the right thing.

27. What raises the biggest ethical challenge for PR professionals when it comes to working with electronic journalists?
    a. respect for the well-being of persons reported on
    b. drive to quickly announce information rather than to accurately report news
    c. devotion to balanced, fair reporting
    d. drive to avoid playing hardball just for ratings

28. Which of the various ethical models in your text does PRSA endorse***?***
    a. responsible advocacy
    b. attorney/adversary
    c. enlightened self-interest
    d. one-way communication

29. Objectivity, a goal journalists presumably strive for and public relations practitioners should help media professionals achieve, is ideally
    a. an attempt at pure and complete neutrality.
    b. an attempt to be fair, to remain neutral.
    c. an attempt to include enough biased notions so a story is believable.
    d. an attempt to satisfy conservative critics of the so-called "liberal media."

30. Recent technological changes, including satellite links for TV, the explosive growth of the Internet, social media, blogs, and mobile devices
    a. drive home the importance of recognizing the interrelationships of publics.
    b. mean that PR as a profession is a dying field
    c. will result in people buying advertising instead of PR.
    d. None of the above

31. Which of the following is NOT among the guaranteed benefits of paid advertising?
    a. control over content as submitted
    b. location where the content will appear
    c. credibility of what appears in print or electronic media
    d. frequency

32. Which of the following is a benefit publicity has over “guarantees” associated with paid advertising?
    a. reach
    b. third-party endorsement
    c. placement of information provided to media
    d. frequency

33. Which of the following is NOT among activities lobbyists should engage in?
    a. acting as a lead or link - a conduit - for a client's sales staff
    b. advocating for or against pending legislation with members of Congress
    c. interpreting government actions for a client and client actions for a legislator
    d. giving campaign contributions in exchange for political/government favors

34. In which situation was social media used effectively by Barack Obama in the 2008 race for the presidency?
    a. to stop news coverage by the media
    b. to announce his choice for Vice President
    c. to censor China
    d. to post a record number of selfies on Instagram taken in all 50 states

35. The essence of a lobbyist's job is to inform and persuade. Which of the following is not a typical activity that lobbyists conduct?
    a. Interpretation of government actions
    b. Advocacy of a position
    c. Monitor the activities of government agencies and legislatures
    d. Speaking with the press on-the-record

36. Which of the following is a main trait needed to be an effective public relations writer?
    a. knowledge of basic writing principles
    b. good eye-hand coordination for keyboarding
    c. skill at surfing the Internet
    d. good culinary skills

37. Which of the following does NOT pertain to the inverted pyramid when it comes to a press release?
    a. Distribute the main points throughout your press release
    b. Capture the reader's attention right away with the key message points.
    c. the climax of a story is at the beginning
    d. provides details of the main idea in descending order

38. The overriding purpose of a news release is
    a. to stimulate editors to consider covering the story.
    b. to inform a targeted public rather than the media about what your organization is doing.
    c. to justify the public relations function in an organization .
    d. all of the above.

39. A news release that has news value must
    a. be newsworthy in the context of the organization.
    b. must be subjective.
    c. must be void of attribution
    d. must include hyperbole

40. Public relations and journalism students are taught that the lead in a press release should include
    a. names of people involved.
    b. the 5 Ws and occasionally the H (how).
    c. a well-written quote above all else.
    d. Highly extensive details.