

mac134 List of Questions

Latex formatted questions may not properly render

Q1 the first information office in a private business in Nigeria was established---

- ☐ shell petroleum development company
- ☐ shevron Nigerian limited
- ☐ power holding company of NIGERIA
- ☐ heightened public awareness

Q2 factors that contribute to the development of modern public relations include all but one in the option

- ☐ innovations in science and technology
- ☐ global expansion of democracy
- ☐ growth of large institution
- ☐ heightened public awareness

Q3 an employee of NOUN is an example of ---- public

- ☐ active public
- ☐ internal public
- ☐ external public
- ☐ inside public

Q4 pick out the odd item on the list

- ☐ active publics
- ☐ non publics
- ☐ internal and external publics
- ☐ away publics

Q5 ___ are the groups with common interest affected by the acts and policies of an institution

- ☐ public relations practitioners
- ☐ organisation customers
- ☐ social clubs
- ☐ publics

Q6 Good public relations involves acting in the ___ interest

- ☐ individual interest
- ☐ public interest
- ☐ government interest
- ☐ organisations' interest

Q7 the ultimate goal of public relations is to ___

- ☐ fight apathy
- ☐ create interest
- ☐ create understanding as well as provide information
- ☐ enhance peaceful coexistence

Q8 the Mexican statement generally adopted as acceptable definition of public relations was put forward in ___

- ☐ 1978
- ☐ 1979

- ☐ 1968
- ☐ 1878

Q9 The way organisation sees itself refers to ____

- ☐ wish image
- ☐ current image
- ☒ mirror image
- ☐ current image

Q10 in public relations, when we talk about images we mean ____

- ☐ images in the mirror
- ☐ good reputation
- ☐ goodwill
- ☒ correct impression

Q11 ____ involves putting finishing touches to a PR work

- ☐ evaluation
- ☒ rewriting
- ☐ crosschecking
- ☐ previewing

Q12 "D" in the set of alphabet 'SOLAADS' stands for

- ☐ declaration
- ☐ digitalization
- ☒ details
- ☐ documents

Q13 A standard press release has __ elements

- ☐ five
- ☐ six
- ☐ three
- ☒ seven

Q14 __ identified five characteristics that a speech must possess

- ☐ Shannon
- ☒ Seitel
- ☐ Douglas
- ☐ Weaver

Q15 The most important element of speech delivery is

- ☒ evaluation
- ☐ eloquence
- ☐ brevity
- ☐ ambiguity

Q16 To be effective in your speech delivery, you must observe all but one in the options

- ☐ memorize your first sentence on the tip of your tongue
- ☐ do not react if your audience is reacting negatively
- ☐ organize your points
- ☒ speak above the head of your audience

Q17 for a statement to be considered libelious, it must

- ☐ the person making the statement must be malicious
- ☐ the statement must be published or broadcast to a third party other than the victim
- ☐ the victim must be identified in the said libelious statement
- ☐ the word must be defamatory

Q18 statements or communications in words pictures , or symboles the diminsh the respect, goodwill etc of a person or institution can be regarded as __

- ☐ libel
- ☐ slander
- ☐ defamation
- ☐ inversion of privacy

Q19 The purposes of law in public relations practice include all but one in the options

- ☐ To maintain professional standards
- ☐ promote national security and develoment
- ☐ To protect the rihgts of individual and society
- ☐ To enhance peaceful core exisistance

Q20 __ Branch of PR is used to stimulate interest in a product, persons, organisations through activites designed to interact with public through staged events

- ☐ organisation relation
- ☐ product relation
- ☐ special event
- ☐ customer relation

Q21 All practitioners of public relations in Nigeria must belong to ??.?

- ☐ NUJ
- ☐ NGE
- ☐ NIPR
- ☐ BON

Q22 Departments of public relation in organization are headed by??.?..

- ☐ Manager
- ☐ PRO
- ☐ Information Officer
- ☐ Protocol Officer

Q23 The closest aim of communication to public relation is??.?..

- ☐ Journalism
- ☐ Advertising
- ☐ Marketing
- ☐ Management

Q24 __ Refers to the systematic collection and interpritation of information to increase understanding

- ☐ Research
- ☐ theory
- ☐ Analysis
- ☐ Public Relations

Q25 ____ Provides the PR practitioner with information concerning his success or failure in accomplishing his objectives

- ☐ Asking questions
- ☒ feedback
- ☐ reaction
- ☐ Assessment

Q26 An action undertaken by a public relations practitioner to determine the success or otherwise of a PR campaign program is referred to as ----

- ☐ Assessment
- ☒ Evaluation
- ☐ Impact/Success Assessment
- ☐ Success/ Failure Assessment

Q27 Planning public relations program should involve the following activities except one

- ☒ recruitment of the performers/actors of the program
- ☐ writing the program
- ☐ selecting media channels
- ☐ developing message strategies and tactics

Q28 The following are enshrined in the FOUR-STEP PROCESS model except ---

- ☐ assessment
- ☐ implementation
- ☒ planning
- ☐ situation analysis

Q29 ____ Represents a guide or blue print for carrying out a given task

- ☐ hypothesis
- ☒ model
- ☐ theory
- ☐ objective

Q30 The proponent of RACE model of public relations is ---

- ☐ Marston Dougal
- ☐ Marston Lee
- ☒ John Marston
- ☐ Frank Jeffkins

Q31 who presupposes that public relations can no longer rely on more instinct, intuition and learning through failure

- ☐ Dwright
- ☐ Ivy Lee
- ☐ Rex Hallow
- ☒ James Anderson

Q32 ____ Is used to analyse the standing of a company with its target publics

- ☐ content analysis
- ☐ standard division
- ☐ simple statistics

- ☐ communication audits

Q33 Interviews can be person - to -person or via ---

- ☐ Telephone
- ☐ personal observation
- ☐ disk by mail
- ☐ mail analyse

Q34 ___ Is used to explore how people will react to proposals and to gather information useful for developing questionnaires to be used in informal research methods

- ☐ Field reports
- ☐ call- in- telephone lines
- ☐ focus groups
- ☐ mail analyse

Q35 Public relations research are categorised into ----

- ☐ five
- ☐ four
- ☐ three
- ☐ two

Q36 At the planning stage of public relations, research is used to

- ☐ Identify the problem
- ☐ refine the problem
- ☐ identify the relevant publics
- ☐ identify the prevailing public perception of the public

Q37 Research can be done in public relations for all of the following reasons except one

- ☐ describe a situation, process of phenomenon
- ☐ redesign issues to suit the government
- ☐ explain why something happens
- ☐ predicts what will probably happen

Q38 The first stage in public relations process is

- ☐ Conceptualisation
- ☐ planning
- ☐ research
- ☐ brainstorming

Q39 ___ Refers to the systematic collection and interpretation of information to increase understanding

- ☐ Public Relations
- ☐ Analysis
- ☐ theory
- ☐ Research

Q40 The art and science of analysing trends , predicting their consequences which will serve the public interest is

- ☐ Public Relations
- ☐ Research
- ☐ planning

- ☐ budgeting

Q41 One of the four basic elements that constitute PR budget is

- ☐ Material
- ☐ cost of production
- ☐ miscellaneous expenses
- ☐ overheads

Q42 All of the following are advantages of outside PR consultant except

- ☐ self employed
- ☐ extensive experience and reputation
- ☐ resentment by internal staff
- ☐ pool of expertise and skill

Q43 The true consultant of a PR department is the ----

- ☐ The CEO
- ☐ Administrator
- ☐ The counselor
- ☐ The director

Q44 ___ Department of public relations has the duty of publicity to augment advertising campaigns

- ☐ PR subsidiary of an advertising agency
- ☐ independent PR consultants' department
- ☐ publicity/advertising departments
- ☐ PR departments of advertising agency

Q45 All these are disadvantages of internal public relations department except---

- ☐ Subservience
- ☐ dichotomy
- ☐ loss objectivity
- ☐ fatigues

Q46 pick the odd item from the list

- ☐ planning
- ☐ publications
- ☐ pictures and slide firms
- ☐ Publicity

Q47 The activities of a public relations department as a planner include all but one

- ☐ Determines methods of communication
- ☐ Budgets for all public relations programs
- ☐ plans for all public relations campaign
- ☐ establishes objectives for public relations campaign

Q48 Public Relations conducts opinion surveys of an organisation's various publics through---

- ☐ interview
- ☐ Research
- ☐ Questionnaire
- ☐ group discussions

Q49 The acronym TQM stands for ---

- ☐ Total quantity management
- ☐ transferred quality maintenance
- ☐ Total Quality Management
- ☐ total quality management

Q50 ___ Consists of annual reports, brochures, articles etc of an organisation

- ☐ News
- ☐ Media
- ☐ Public service activities
- ☐ Publications

Q51 ___ and ___ are used to pass information about an organisation

- ☐ Radio, television
- ☐ Newspaper, magazine
- ☐ Email, internet
- ☐ press, mass media

Q52 ___ Is the developer of the core principles and practice of Public Relations

- ☐ Onwunali
- ☐ Bel-Molokwu
- ☐ Aliede
- ☐ Onwubere

Q53 The Phrase Public Relations Counsel is Credited to

- ☐ Fleishman
- ☐ Dwight Eisenhower
- ☐ Edward Bernays
- ☐ Larry Tye

Q54 ___ Published the two books on public relations and propaganda

- ☐ Rex Hallow
- ☐ Edward Bernays
- ☐ Ivy Lee
- ☐ Sam Black

Q55 select the odd item from the option below

- ☐ Hallow
- ☐ Seitel
- ☐ Bernays
- ☐ Ledbetter Lee

Q56 ___ Is recognised to have played a major role in the development of public relations

- ☐ Thomas Lee
- ☐ Lee
- ☐ The Mayor of New York
- ☐ Georgia

Q57 contemporary public relations emerged out of the ---

- ☐ effective performance of practitioners

- ☐ the growth of large institutions
- ☐ governments recognition of the importance of public relations
- ☐ milee of the opposing forces in the period of Amiricas growth

Q58 the spread of christianity in the middle ages can be linked to the use of ---

- ☐ adiquate publicity
- ☐ public relations
- ☐ effective news coverage
- ☐ peoples acceptance of christianity

Q59 _____ consists of groups of that are presently not familiar with your organisation and not relevant to the organisations business

- ☐ non-traditional publics
- ☐ traditional publics
- ☐ primary publics
- ☐ local publics

Q60 the set of members of an oraganisation who recorganise that they are somehow affected by or involved in a problem situation shared by others is called _____

- ☐ active publics
- ☐ primary publics
- ☐ aware publics
- ☐ Latent publics

Q61 _____ defined ethics as "How we ought to live"

- ☐ Aristotle
- ☐ socrates
- ☐ kant
- ☐ kapplan

Q62 The branch of philosophy that deals with issues of right and wrong in human affairs is

- ☐ tradidtion
- ☐ norm
- ☐ laws
- ☐ ethics

Q63 Chose from the option the one that is not in the group

- ☐ respect for othres
- ☐ fidelity
- ☐ coporaete physlosopy
- ☐ responsible citizenship

Q64 Ethical practice can be observed in the following areas except__

- ☐ dangerous products
- ☐ pollution
- ☐ employee safty and health
- ☐ corporate philosophy

Q65 The Josephson institute for advancment of ethics identifiende _____ universal ethics

- ☐ nine

- ☐ five
- ☐ eight
- ☐ ten

Q66 Public relations turns apathy into ____

- ☐ sympathy
- ☐ interest
- ☐ reputitation
- ☐ sychophancy

Q67 As a subset of communication, public relations perfume the following functions except one.

- ☐ informs people
- ☐ pasuades people
- ☐ intigrates people with people
- ☐ counsels organisations' management

Q68 one of the following is not impact of public relations in the society

- ☐ provides avenues through which organisations and government speak to the people
- ☐ helps to enhance social change
- ☐ reconcise government and individuals in conflict
- ☐ minimizes friction and conflict in the society

Q69 ____ section of the constitution of NIPR provides for a code of ethics that is recorganised as a declaration of priniciples for the guidance of members of the institute

- ☐ section 3 (v)
- ☐ section 3 (iii)
- ☐ section 4 (V)
- ☐ section 2 (V)

Q70 Fishout the odd item among the following

- ☐ a member has the general duty of fair dealing towards his cliants or employers, past and present
- ☐ A member shall not empoly methods tending to be derogatory of anohtre members client or employer
- ☐ A member shall safegard the confidence of both present and formal cliants or employers
- ☐ A member shall conduct his professional activties in accordance with the public interest

Q71 IPRA members are expected to abide by a code of ethics known as ____

- ☐ code of Nigerian professionals
- ☐ code of profeSSIONal ethics
- ☐ code of Athens
- ☐ code of NIPR

Q72 "A member shall have a positive duty to observe the highest starndereds in the pracitice of public relations" explains the provision of ____

- ☐ confidential information
- ☐ standards of professional conduct
- ☐ standards of code of conduct
- ☐ optimism professional conduct

Q73 Chose the odd item from the list

- ☐ media of communication

- ☐ rewards to holders of public office
- ☐ disclosure of beneficial financial interests
- ☐ rewards and gratifications

Q74 The IPR code of professional practice was first reviewed in ____

- ☐ 1985
- ☐ 1885
- ☐ 1995
- ☐ 1986

Q75 All the following are the provisions of IPRA code of professional conduct under clause 19

- ☐ To assist in making the code more widely known and understood
- ☐ to report to the competent disciplinary authorities any breach
- ☐ to take any action in his power
- ☐ to assist in ensuring that the code of professional ethics is obeyed to the letter by all members

Q76 "clause 4" of the British institute of public relations code of professional conduct stands for ____

- ☐ dissemination of information
- ☐ undisclosed interest
- ☐ confidential information
- ☐ conflict of interest

Q77 One of these is not the function of public relations

- ☐ counselling
- ☐ prediction/Forecasting
- ☐ Image building
- ☐ Consultation

Q78 ____ consists of corporate bodies as opposed to individual membership

- ☐ CAM
- ☐ MIPR
- ☐ PRCA
- ☐ NIPR

Q79 The acronym PRCA stands for -----

- ☐ public recognition committee and association
- ☐ poverty reduction and consultancy association
- ☐ public relations consultancy association
- ☐ Public Relations Consultants Association

Q80 pick out the odd from the list

- ☐ Aliede
- ☐ Nwosu
- ☐ Epelle
- ☐ Black