

FINAL EXAM (THEORY)

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Student ID

Student Name : _____

Subject Code & Name : Public Relations
Semester & Year : April Intake, 2021
Lecturer/Examiner : Yalina Keith
Duration : 1 Hour

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** section questions:
 - i. Students are required to answer **ALL SECTIONS**.
2. Study the **“REQUIRED”** section of each question carefully. Then extract the data required for your answers from the information supplied.
3. Write your answers in **blue or black ink/ballpoint**. You can only use pencil for graphs, charts, diagrams, etc.
4. Begin your answer to each question on a new page.
5. All answers must be correctly numbered but need not be in numerical order.
6. Workings must be shown.
7. You may use a calculator provided the calculator gives no printout, has no word display facilities, is silent and cordless. The provision of batteries and their condition is your responsibility.
8. Marks may be lost through lack of neatness and poor presentation
9. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
10. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are **NOT** allowed to take any examination materials out of the examination hall.

WARNING: EC Global Academy regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from EC Global Academy

SECTION A: (1 point each)

1. "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics"
 - a. True
 - b. False

2. Public relations practitioner is a _____ communicator.
 - a. soft-spoken
 - b. wild
 - c. professional

3. What are the challenges faced while communicating in societies that are already overwhelmed with different modes of communication?
 - a. The challenge for a communicator is to cut through the clutter to deliver an argument that is persuasive, believable and actionable
 - b. The challenge for a communicator would be to identify the right tool to get the message across
 - c. The challenge for a communicator would be to invest how much money on the different modes of communication

4. What are typical communication goals in the context of public relations?
 - a. To inform, persuade, motivate and build mutual understanding
 - b. To express our emotions, anytime and anywhere
 - c. To gossip and find out the latest news in the entertainment industry

5. Personal biases are nurtured by many factors, including stereotypes, symbols, semantics, peer group pressures and especially in today's culture, _____.
 - a. The government
 - b. The media
 - c. Hereditary

6. Why is feedback critical to the communication process in the context of public relations?
 - a. To prove who is right and who is wrong
 - b. To train the professionals to speak better

- c. To know what messages are or are not getting through and how to structure future communications
7. Public opinion is an elusive and fragile commodity. It can take an organization or individuals years to build the credibility and nurture the trust that goes into winning favorable public opinion. But it can take only a matter of minutes to destroy all that has been developed.
- a. Strongly disagree
 - b. Strongly agree
8. People are motivated by different factors, and no two people respond in exactly the same way to the same set of circumstances. Each of us is motivated by different drives and _____
- .
- a. needs
 - b. desire
 - c. options
9. Attitudes are based on a number of characteristics below, except :-
- a. Personal
 - b. Political
 - c. Educational
10. According to Maslow's theory of needs, which one is the lowest order?
- a. Self actualization
 - b. Physiological
 - c. Self esteem
11. _____ is often measured by the amount of time visitors spent at a site and how many pages they view.
- a. Tactfulness
 - b. Mindfulness
 - c. Stickiness
12. Diversity of experience is one of the characteristics that contributes to the success of public relations career
- a. Agree
 - b. Disagree
13. What is the purpose of a news release?

- a. It serves as an additional information about the organization
- b. It is a public relations' writing vehicles
- c. It is just another strategic marketing tools

14. Below are typical communication goals except:

- a. To inform
- b. To spread rumors
- c. To build mutual understanding

15. Besides writing press releases, conducting research would be one of the major tasks that is mainly done by public relations professionals.

- a. True
- b. False

16. Media relations in the context of public relations, normally involve the _____.

- a. Public
- b. Press
- c. Consumers

17. The lowest order of the Marslow's Theory of Needs is the

- a. self actualization
- b. physiological needs
- c. self-esteem

18. What does the 'C' stand for in Marston's R.A.C.E approach?

- a. Carefulness
- b. Communication
- c. Calculation

19. What is discriminatory language?

- a. Words that connote offensive meanings in areas such as race, gender, ethnicity and physical impairment
- b. A language used only by the minority group
- c. A language that has no meaning

20. Why is it important for public relations professionals to understand communication?

- a. Public relations practitioner is a professional communicator and must be better at it than most people to fulfill the goals of communication

- b. So that people will not take advantage of the practitioner
- c. Because communication is only made for public relations professionals

SECTION B :

1. After an extensive discussion on the many definitions of public relations, we have come to an agreement that there is no specific and only definition. Please explain in your own words and understanding, what is public relations? (2 points)

2. Maslow's theory of needs is an essential and important theory that has been thought of. Please list all of them in the correct order. (4 points)

3. Please list down 5 public speaking tips which you have learned throughout the diploma. (4 points)
