

Private & Confidential

FINAL EXAM (THEORY)

Student
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Student Name : _____

Subject Code & Name : Public Relations
Semester & Year : July & August, 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 relation is a strategic communication process that builds mutually beneficial relationship between organization and their _____

- a) Public
- b) Competition
- c) Management

2. At its core, public relation is about influencing, engaging and building a relationship with key _____.

- a) people
- b) stakeholders
- c) press

3. PR is focused on maintaining a _____ image for a company as a whole.

- a) Negative
- b) Positive
- c) Neutral

4. On any day, you can see a PR person doing _____ release

- a) News
- b) Active
- c) Press

5. What does K.I.S.S stand for in public speaking?

- a) Keep it short and simple
- b) Keep it strange and short
- c) Keep it small and strong

6. _____ refers to any occurrence that disturbs a normal routine of individuals or organizations and that inflicts undesirable consequence.

- a) Shock
- b) Crisis
- c) Management

7. Media relation involves working with _____ for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner

- a) People
- b) Organization
- c) Media

8. What does CSR stand for in PR?

- a) Customer service representative
- b) Consumer sales reputation
- c) Corporate social responsibility

9. Please select the INCORRECT example of CSR in action

- a) Food bank charity
- b) Offering of 50% discount sales
- c) Live charity concert

10. Creative hash tag helps to create brand awareness to increase the visibility of your social media content

- a) True
- b) False

11. Please select the INCORRECT reason for practicing CSR.

- a) By being socially responsible, firms hope to be seen as good employers
- b) Firms get famous for doing charity
- c) Preserve good image which should allow to build sales

12. In traditional public relations, strong writing translates to _____ results.

- a) Relationship
- b) Public
- c) Media

13. When you craft a pitch that grabs the attention of a _____, you are on the right track as a PR professional.

- a) Celebrity
- b) Journalist
- c) Politician

14. When writing press release, we must write LONG and CATCHY headlines

- a) True

b) False

15. Social media is a platform for interaction among individuals where they can communicate, share knowledge and ideas, create and exchange information within a _____ network

- a) World
- b) Virtual
- c) Group

16. Facebook ads must stop people from scrolling. Text and imagery matter. If the viewer doesn't stop, you don't get the click

- a) True
- b) False

17. Media relation is important to _____ brand awareness, achieve company reputation and to know the customers' preference and choices.

- a) Reject
- b) Increase
- c) Decrease

18. Public relation develops the story. Media relation _____ it.

- a) Broadcast
- b) Delete
- c) Frame

19. An event press release is a statement issued to the media that provides specific information on a specific event.

- a) True
- b) False

20. The key to successfully navigating a crisis is _____

- a) Good luck
- b) Attack
- c) Preparation

Section B (10 points)

1.As a public relations professional, writing is very much incorporated in their routine. Please list down few suggestions on writing an effective fact sheet. You may write in points

2. There are many ways to do networking at events. Please list down 5 ways to do so.

-END-