

Instructor's Manual and Test Bank

for

WILCOX/CAMERON/REBER

Public Relations: Strategies and Tactics

Eleventh Edition

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Chapter 1 Test Bank

1.1 Multiple-Choice Questions

1. Public relations is a worldwide industry. While it is most developed in the U.S., what country is considered the “new frontier” for public relations?

- A) Japan.
- B) United States.
- C) South Africa.
- D) China.

Answer: D

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2. Which of the following terms is generally associated within the accepted definitions of public relations?

- A) promotion
- B) management
- C) profitability
- D) mutually beneficial outcomes

Answer: B

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3. Which of the following is the first element of the public relations process? A) evaluation

- B) communication
- C) research
- D) action

Answer: C

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4. Which of the following makes public relations a cyclical process?

- A) policy formation
- B) programming
- C) feedback
- D) program assessment and adjustment

Answer: D

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5. What word(s) best defines public relations in the 21st century?

- A) strategic
- B) mutually beneficial
- C) tactical
- D) image building

Answer: A

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6. The advancement of public relations as a profession includes changing the long-standing (and incorrect) idea that public relations practitioners for organizations are:

- A) event planners.
- B) human resource managers. C)
- news release writers.
- D) journalists in residence.

Answer: D

Page Ref: 16–17

7. Which is an essential ability for a public relations practitioner?

- A) expertise in social media
- B) database management
- C) networking
- D) a good work-life balance

Answer: A

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8. Skills in public relations are:

- A) mostly people skills
- B) mostly knowledge of media tracking methods
- C) dependent on the specific job
- D) the same regardless of the job

Answer: C

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9. Which of the following is accurate with regard to the relationship between public relations and advertising?

- A) Advertising is usually more costly.
- B) Advertising is usually seen as more credible than public relations.
- C) Advertising is more focused on internal audiences than public relations. D)
- Public relations is narrower in scope.

Answer: A Page

Ref: 20

10. Which is true with regard to internships?

- A) They are almost always unpaid, or paid at a maximum of \$5 per hour
- B) They are not usually recommended for graduation.
- C) They provide managerial experience for undergraduates.
- D) There is a strong correlation between paid internships and starting salaries.

Answer: D

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11. A publicist would most likely be considered an "honorable" term in

- A) entertainment/celebrity business.
- B) nonprofit organizations. C)
- agency business.

D) corporate America.

Answer: A

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12. According to a 2013 report, the median annual salary for recent graduates in public relations was

A) \$22,000. B)

\$25,000. C)

\$33,000. D)

\$35,000. Answer:

C Page Ref: 32

13. The RACE acronym was articulated by

A) Edward Bernays.

B) John Marston.

C) Ivy Lee.

D) Walter Lindemann.

Answer: B

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14. IMC stands for:

A) Image Making Consulting

B) Integrated Marketing Communications

C) Imagining, Making Change

D) Ideas, Methods and Communication

Answer: B

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15. Which best describes the relationship between public relations and marketing?

A) Marketing professionals generally speak of customers and consumers, while public relations practitioners tend to focus on publics, audiences, and stakeholders.

B) Marketing professionals are seen as subservient to more seasoned public relations practitioners.

C) Marketing professionals aren't generally concerned with stakeholders. D)

Neither is concerned with advertising initiatives.

Answer: A Page

Ref: 20

16. What is brand journalism?

A) Journalism focused on a particular brand

B) A kind of content marketing in which paid media plays a minor role

C) A scenario where journalists are paid to write about a product

D) A practice that is frowned upon by public relations practitioners.

Answer: B

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17. The highest paid public relations professionals usually work for:

- A) agencies.
- B) not-for-profits
- C) corporations.
- D) themselves

Answer: C

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18. Employers usually require what thing in order for a paid internship position?

- A) that the student be a good typist
- B) that the student be able to perform administrative tasks
- C) that the student be at least a college junior
- D) a cover letter

Answer: C

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19. What is the going rate for paid interns at reputable national and international companies?

- A) \$8 to \$10 dollars an hour
- B) \$10 to \$12 dollars an hour
- C) \$12 to \$15 dollars an hour
- D) \$16 to \$20 dollars an hour

Answer: C

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1.2 True/False Questions

1. Edward Bernays coined the word "spin" in public relations.

Answer: False

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2. Public information and public affairs are the most widely used terms by nonprofits, universities and government agencies.

Answer: True

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3. Program planning is the bridge between research and communication in public relations. Answer: True

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4. A flack is an endearing term for a public relations practitioner that describes a hard-working, entrepreneurial type.

Answer: False

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5. Public relations practitioners write primarily for segmented, targeted audiences, and are less inclined to appeal to the masses.

Answer: True

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6. Journalism and public relations are fundamentally different in scope. Answer: True

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7. Marketing is primarily designed as a relationship-building strategy, and less focused on economic concerns.

Answer: False

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8. All organizations should serve society as a whole.

Answer: True

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9. Public relations pays relatively well compared to other communication professions.

Answer: True

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10. Business/economic competence is considered an essential ability for those pursuing a public relations career.

Answer: True

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1.3 Essay Questions

1. You are a recent college graduate in public relations at your university. Using the five essential abilities as a model, explain why you are the best person for the position. Use concrete examples with regard to your expertise, and how it relates to specific institutional activities or needs. Would you have more of a "technical" or a "managerial" role to start?

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2. Using current or recent television shows or movies as a backdrop, note how public relations practitioners (and the industry) has been depicted, either favorably or negatively. Use specific definitions and practitioner expectations from the chapter and illustrate your points.

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