

Chapter 1 What Is Public Relations?

- 1) Public relations _____.
- A) is a form of propaganda
 - B) is also known as "free advertising"
 - C) involves two-way communication
 - D) All of the above.
 - E) None of the above.

Answer: C

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- 2) Which of the following is/are essential to any comprehensive definition of public relations?
- A) Public relations is a management function.
 - B) Public relations is a planned activity.
 - C) Public relations is socially responsible.
 - D) B and C
 - E) All of the above.

Answer: E

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- 3) Which one of the following models of public relations do Hunt and Grunig prefer?
- A) The public information model
 - B) The two-way symmetrical model
 - C) The two-way asymmetrical model
 - D) The process facilitation model
 - E) The press agentry/publicity model

Answer: B

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- 4) Award-winning professionals prefer this Hunt and Grunig model of public relations.
- A) the public information model
 - B) the two-way symmetrical model
 - C) the two-way asymmetrical model
 - D) the process facilitation model
 - E) the press agentry/publicity model

Answer: B

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- 5) The process of researching, creating, and refining a product or service and distributing that product or service to targeted customers is called _____.
- A) marketing
 - B) advertising
 - C) public relations
 - D) All of the above.
 - E) None of the above.

Answer: A

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- 6) Public relations differs from marketing because _____.
- A) only marketing is concerned about a company's bottom line
 - B) marketing efforts focus primarily on consumers
 - C) public relations efforts focus on a broad range of publics
 - D) B and C
 - E) All of the above.

Answer: D

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- 7) A profession is distinguished from a trade by _____.
- A) ongoing research in support of the profession
 - B) the establishment of ethical standards
 - C) a form of licensing or government control
 - D) A and B
 - E) All of the above.

Answer: E

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- 8) Organizations such as PRSA and IABC have sought to promote professionalism in public relations by _____.
- A) supporting government licensing of public relations
 - B) establishing voluntary accreditation programs
 - C) demanding an increase in practitioner minimum salaries
 - D) requiring minimum competency tests for new practitioners
 - E) filing lawsuits against unethical practitioners

Answer: B

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- 9) One of the advantages of a public relations career is that _____.
- A) it is a stress-free profession
 - B) it is a profession that is understood and respected by most people
 - C) its skills are transferable across a broad range of career opportunities
 - D) All of the above.
 - E) None of the above.

Answer: C

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- 10) Public relations practitioners _____.
- A) are employed by public relations agencies
 - B) work for nonprofit organizations
 - C) serve as independent consultants
 - D) All of the above.
 - E) None of the above.

Answer: D

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- 11) The execution phase of the public relations process is known as _____.
- A) communication
 - B) propaganda
 - C) evaluation
 - D) research
 - E) planning

Answer: A

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- 12) According to a 2005 membership survey, the largest number of PRSA members are employed by _____.
- A) the government or the military
 - B) public relations/advertising agencies
 - C) nonprofit organizations
 - D) corporations
 - E) trade/professional organizations

Answer: D

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- 13) _____ is one of the four steps in the public relations process.
- A) Publicity
 - B) Planning
 - C) Promotion
 - D) Programming
 - E) Propaganda

Answer: B

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- 14) Among the flaws in the traditional four-step model of public relations is/are that it _____.
- A) implies a process where one step automatically follows another
 - B) oversimplifies a very dynamic process
 - C) doesn't take into account the importance of values
 - D) All of the above.
 - E) None of the above.

Answer: D

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- 15) The values-driven management of relationships between an organization and the publics that can affect its success is known as _____.
- A) values-added public relations
 - B) values-driven public relations
 - C) the dynamic approach to public relations
 - D) reputation management
 - E) relationship building

Answer: B

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- 16) In values-driven public relations, the practitioner should consider _____.
- A) his or her personal values
 - B) the client organization's values
 - C) the values of the targeted publics
 - D) All of the above.
 - E) None of the above.

Answer: D

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- 17) Public relations practitioners are influenced by _____.
- A) their personal values
 - B) the values of their employees
 - C) the values of society
 - D) A and B
 - E) All of the above.

Answer: E

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- 18) The first question an organization should ask itself when developing a values statement is _____.
- A) How much money do we want to make?
 - B) Why should we care about our customers?
 - C) What is in it for us?
 - D) How can we win the respect of others?
 - E) Why are we in business?

Answer: E

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- 19) Some oppose government licensing of public relations because _____.
- A) it is too difficult for regulators to define
 - B) it will restrict practitioner salaries
 - C) it will restrict freedom of expression
 - D) A and B
 - E) A and C

Answer: E

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- 20) Public relations _____.
- A) is growing faster than average for all occupations
 - B) is dependent on out-of-date communications technology
 - C) is on the decline
 - D) dominated by men
 - E) is licensed by the Federal Trade Commission

Answer: A

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- 21) The use of public relations strategies and tactics to foster and enhance the shared interests and values of an organization and the public is important to its success is known as _____.
- A) marketing
 - B) relationship management
 - C) advertising
 - D) human relations
 - E) integrated marketing communications

Answer: B

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- 22) San Francisco-based Gap, Inc. _____.
- A) was forced to apologize for artificially raising the price of its blue jeans
 - B) was found guilty of engaging in unfair labor practices and of using foreign sweatshops
 - C) answered its critics by requiring fair labor practices among its overseas vendors
 - D) created phony shell corporations to cover its use of foreign sweatshops
 - E) B and D

Answer: C

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- 23) Gap Incorporated's *Social Responsibility Report* _____.
- A) uncovered thousands of fair labor violations by its overseas suppliers
 - B) detailed the company's efforts to monitor the labor practices of its foreign vendors
 - C) was an effort to live up to the company's previously established corporate code of conduct
 - D) All of the above.
 - E) None of the above.

Answer: D

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- 24) In the case study "The Lessons of Katrina," government officials _____.
- A) failed to learn important lessons from earlier crises
 - B) demonstrated a lack of leadership
 - C) communicated poorly with one another
 - D) All of the above.
 - E) None of the above.

Answer: D

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- 25) Hurricane Katrina _____.
- A) demonstrated what can happen when key publics fail to communicate with each other
 - B) was an unexpected event compounded by bad luck
 - C) showed that TV reporters are more reliable than government officials
 - D) All of the above.
 - E) None of the above.

Answer: A

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- 26) What are the five elements that are essential to any definition of public relations?

Answer: Public relations is a management function, involves two-way communication, is a planned activity, is a research-based science, and is socially responsible.

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- 27) Which of the four Hunt and Grunig models of public relations focuses upon two-way communication as a means of conflict resolution?

Answer: The two-way symmetrical model.

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28) What are the four qualities that distinguish a profession from a trade?

Answer: The need for a certain level of education as a prerequisite to entering the profession, support of the profession by ongoing research, the establishment of ethical standards, and some form of licensing or government control.

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29) What are the five organizational structures in which public relations is practiced?

Answer: Public relations agencies, corporations, government, nonprofit organizations or trade associations, and independent consultancies.

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30) What are the four steps in the traditional four-step model of public relations?

Answer: Research, planning, communication, and evaluation.

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31) There is a common definition of public relations upon which most practitioners agree.

Answer: FALSE

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32) The authors of your textbook argue that public relations is part of the broad profession of marketing.

Answer: FALSE

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33) Public relations is licensed by state and federal governments.

Answer: FALSE

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34) According to recent studies, the field of public relations is growing much faster than most occupations.

Answer: TRUE

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35) The traditional four-step model of public relations focuses upon a strict adherence to values.

Answer: FALSE

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36) What are the arguments for and against the licensing of public relations practitioners?

Answer: Arguments in favor of licensing: Licensing will weed out unqualified pretenders. Doing so will increase salaries. Arguments against licensing: The job is so varied in its settings and required skills that it is too difficult to define. Licensing also imposes unconstitutional restrictions upon freedom of expression.

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37) Why does public relations play an important role in democratic societies?

Answer: Democratic societies require the consent of the governed. Public relations helps ensure that everyone can enter the great marketplace of ideas. That, in turn, helps people with differing views reach a consensus. Those who cannot effectively communicate in democratic societies are left at a distinct and sometime dangerous disadvantage. Public relations helps individuals and organizations exercise their First Amendment rights.

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38) What lessons should be learned from the government's botched response to Hurricane Katrina?

Answer: Government officials need to do a better job of communicating among themselves and working toward a common purpose -- in this case, serving the needs of the people during a time of emergency. They also failed to learn from the lessons of the past, such as the need for better radio communication -- one of the lessons of the 9/11 terror attacks. Government officials needed to demonstrate greater leadership. They appeared to be looking out for their own self-interests rather than problem-solving. There are also the problems associated with what is known as a perceptual crisis, where the perception of what is happening differs from reality. Katrina was often a perceptual crisis fed by inaccurate news reporting by overworked and understaffed journalists.

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39) If companies like the Gap, Inc., are using suppliers beyond the borders and the laws of the United States, why should they concern themselves about overseas labor practices?

Answer: Companies need to act on their values. If they don't, important stakeholders, such as consumers and investors, may choose to do business elsewhere. Employees may choose to work elsewhere and government officials may be tempted to impose regulations. In the case of the Gap, Inc., the company had a long-standing corporate code of business conduct. Consumers, investors, and employees have a right to expect the company to uphold its stated values. Of course, there's always the question of doing the right thing. Sometimes, that requires profits to take a back seat to enforcing ethical business practices.

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40) Why are values important to an organization?

Answer: Values help establish the boundaries within which organizations are willing to operate. An adherence to values helps determine the goals organizations seek to reach and also the principles that will be observed in attaining those goals. At a time when organizations are being held accountable for more than just the bottom line of their profit and loss statements, the understanding of and adherence to values defines how they are viewed by people. Values provide guidance in making difficult decisions that management may have to defend in the future. For public relations practitioners, the adherence to values helps to eliminate the common misconception that they are more interested in the ends than the means. Ethical and values-driven organizations maintain a high level of credibility with important publics, even at times when their actions provoke criticism. Communicating values within an organization can also help strengthen an organization's bottom line. Workers are more likely to perform at a higher level of efficiency and effectiveness for employers in which they take pride.

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