**Chapter 1 Test Bank**

* 1. **Multiple Choice Questions**
  2. Public relations .
     1. is a form of propaganda
     2. is also known as "free advertising"
     3. involves two-way communication
     4. All of these answers are correct.
     5. None of these answers are correct.

Answer: C

LO 1.1: Describe the ubiquity of public relations

Topic/Concept: Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

* 1. Which of the following is/are essential to any comprehensive definition of public relations?
     1. Public relations is a management function.
     2. Public relations is a planned activity.
     3. Public relations is socially responsible.
     4. B and C
     5. All of the above.

Answer: E

LO 1.1: Describe the ubiquity of public relations

Topic/Concept: Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

* 1. Which of the following describes the Contingency Theory of Accommodation?
     1. The practice of public relations exists somewhere between accommodation and advocacy.
     2. Individual practitioner roles vary from being technical to managerial.
     3. Accommodation is the ideal role of the practitioner.
     4. The focus is on the social legitimacy of organizations.
     5. Public relations practices should reflect prevailing public opinion.

Answer: A

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. Which of the following describes the Reflective Paradigm?
     1. The practice of public relations exists somewhere between accommodation and advocacy.
     2. Individual practitioner roles vary from being technical to managerial.
     3. Accommodation is the ideal role of the practitioner.
     4. The focus is on the social legitimacy of organizations.
     5. Public relations practices should reflect prevailing public opinion.

Answer: D

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. The process of researching, creating, and refining a product or service and distributing that product or service to targeted customers is called .
     1. marketing
     2. advertising
     3. public relations
     4. All of the above.
     5. None of the above.

Answer: A

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. Public relations differs from marketing because .
     1. only marketing is concerned about a company's bottom line
     2. marketing efforts focus primarily on consumers
     3. public relations efforts focus on a broad range of publics
     4. B and C
     5. All of the above.

Answer: C

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. A profession is distinguished from a trade by .
     1. ongoing research in support of the profession
     2. the establishment of ethical standards
     3. a form of licensing or government control
     4. A and B
     5. All of the above.

Answer: E

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. Organizations such as PRSA and IABC have sought to promote professionalism in public relations by .
     1. supporting government licensing of public relations
     2. establishing voluntary accreditation programs
     3. demanding an increase in practitioner minimum salaries
     4. requiring minimum competency tests for new practitioners
     5. filing lawsuits against unethical practitioners

Answer: B

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. The process of building corporate and product identities is known as .
     1. relationship management
     2. marketing
     3. branding
     4. identification
     5. public relations

Answer: C

LO 1.1: Describe the ubiquity of public relations

Topic/Concept: Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

* 1. Decision-making based on the experience of trial and error is known as a(n) approach.
     1. theoretical
     2. heuristic
     3. experiential
     4. cognitive
     5. foolhardy

Answer: B

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. The execution phase of the public relations process is known as .
     1. communication
     2. propaganda
     3. evaluation
     4. research
     5. planning

Answer: A

LO 1.3: Compare the traditional and dynamic models of public relations

Topic/Concept: The Public Relations Process  
Difficulty Level: Easy  
Skill Level: Understand

* 1. Decision-making based on research is known as a(n) approach.
     1. theoretical
     2. heuristic
     3. experiential
     4. cognitive
     5. foolhardy

Answer: A

LO 1.3: Compare the traditional and dynamic models of public relations

Topic/Concept: The Public Relations Process  
Difficulty Level: Easy  
Skill Level: Understand

13. \_\_\_\_\_\_\_\_is one of the four steps in the public relations process.

* + - * 1. Publicity
        2. Planning
        3. Promotion
        4. Programming
        5. Propaganda

Answer: B

LO 1.3: Compare the traditional and dynamic models of public relations

Topic/Concept: The Public Relations Process  
Difficulty Level: Easy  
Skill Level: Understand

Among the flaws in the traditional four-step model of public relations is/are that it .

implies a process where one step automatically follows another

oversimplifies a very dynamic process

doesn't take into account the importance of values

All of the above.

None of the above.

Answer: D

LO 1.4: Discuss the importance of values in public relations

Topic/Concept: The Role of Values in Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

The values-driven management of relationships between an organization and the publics that can affect its success is known as .

values-added public relations

values-driven public relations

the dynamic approach to public relations

reputation management

relationship building

Answer: B

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

In values-driven public relations, the practitioner should consider .

his or her personal values

the client organization's values

the values of the targeted publics

All of the above.

None of the above.

Answer: D

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

Public relations practitioners are influenced by .

their personal values

the values of their employees

the values of society

A and B

All of the above.

Answer: E

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

The first question an organization should ask itself when developing a values statement is:

How much money do we want to make?

Why should be care about our customers?

What is in it for us?

How can we win the respect of others?

Why are we in business?

Answer: E

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

Some oppose government licensing of public relations because .

it is too difficult for regulators to define

it will restrict practitioner salaries

it will restrict freedom of expression

A and B

A and C

Answer: C

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Moderate  
Skill Level: Understand

Public relations .

is a research-based social science

is a management function

is socially responsible

All of the above.

None of the above

Answer: D

LO 1.1: Describe the ubiquity of public relations

Topic/Concept: Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

The use of public relations strategies and tactics to foster and enhance the shared interests and values of an organization and the publics important to its success is known as .

marketing

relationship management

advertising

human relations

integrated marketing communications

Answer: B

LO 1.1: Describe the ubiquity of public relations

Topic/Concept: Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

Honeywell International's decision to create a child-abduction prevention program .

was out of a desire to focus on issues related to the company's heritage.

was linked to the company's child-abduction prevention products.

focused on teachers as an audience that could reach children.

A and B

A and C

Answer: E

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Moderate  
Skill Level: Understand

The Got 2B Safe! program .

coincided with the launch of a new line of child-abduction prevention products

was closely aligned with Honeywell International's mission statement

featured a famous Hollywood actor as its leading spokesperson

A and B

B and C

Answer: B

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Moderate  
Skill Level: Understand

The child sex abuse scandal at Penn State University \_\_\_\_\_\_\_\_\_\_\_\_.

was a public relations failure

showed consistent disregard by Penn State official of child abuse by an assistant football coach

is a cautionary tale of the consequences of not using public relations counsel and reacting slowly once the fact are revealed

A and B

B and C

Answer: E

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

25. Penn State officials failed to reveal what they knew about the child sex abuse scandal as quickly as they should, and the school’s greatest loss was .

football bowl game revenues

the death of Coach Joe Paterno two months after the scandal was revealed

the public relations and legal costs of $23.5 million

its once pristine reputation

the National Collegiate Athletic Association fine of $60 million

Answer: E

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

1. **Short Answer Questions**
   1. 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.

LO 1.1: Describe the ubiquity of public relations

Topic/Concept: Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

* 1. How do heuristic and theoretical problem solving differ?

Answer: Heuristic problem solving is based on the experience of trial and error testing. While it may be practical, it can be costly in terms of time, money, and errors. It also does not necessarily lead to the best solution. Theoretical problem solving involves decisions based on models tested through research. Because of the nature of social science theory, there are fewer axioms (certainties) than are found in the physical sciences.

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. 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.

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. What is the reflective paradigm, and how does it differ from other models of public relations?

Answer: The reflective paradigm, which emerged from Europe during the first decade of the new millennium, takes a broader view of public relations' role than most theories. Its focus is on the social legitimacy of organizations, and it recognizes that organizations can accomplish only those goals society permits.

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

* 1. What are the four steps in the traditional four-step model of public relations?

Answer: Research, planning, communication, and evaluation.

LO 1.3: Compare the traditional and dynamic models of public relations

Topic/Concept: The Public Relations Process  
Difficulty Level: Easy  
Skill Level: Understand

1. **True/False Questions**
   1. There is a common definition of public relations upon which most practitioners agree.

Answer: FALSE

LO 1.1: Describe the ubiquity of public relations

Topic/Concept: Public Relations  
Difficulty Level: Easy  
Skill Level: Understand

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

Answer: FALSE

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

1. Public relations is licensed by state and federal governments.

Answer: FALSE

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

1. Both PRSA and IABC have accreditation programs that serve as a voluntary form of public relations licensing.

Answer: TRUE

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Easy  
Skill Level: Understand

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

Answer: FALSE

LO 1.3: Compare the traditional and dynamic models of public relations

Topic/Concept: The Public Relations Process  
Difficulty Level: Easy  
Skill Level: Understand

**1.4 Essay Questions**

* 1. 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.

LO 1.2: Compare the heuristic and theoretical approaches on how to define public relations

Topic/Concept: Marrying Theory and Practice  
Difficulty Level: Moderate  
Skill Level: Apply

* 1. 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.

LO 1.1: Describe the ubiquity of public relations

Topic/Concept: Public Relations  
Difficulty Level: Moderate  
Skill Level: Apply

* 1. What benefits, if any, does Honeywell receive from the Got 2B Safe! program?

Answer: Businesses such as Honeywell depend on having good relationships with their stakeholders, including consumers and investors. How well an organization conforms to accepted social standards can and often does influence those relationships. Many consumers and investors are attracted to companies with a strong record of social responsibility. According to the Reflective Paradigm, good corporate citizenship helps organizations establish social legitimacy.

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Moderate  
Skill Level: Analyze

* 1. What actions would you take to implement “damage control” for an organization facing a problem as serious as the Penn State child abuse scandal?

Answer: It is crucial to get the facts of the case in front of the public as soon as possible. Absolute honesty and transparency are of the utmost importance. It is difficult to cling to "business as usual" if you have covered up activities or withheld information. Penn State failed to express empathy for the victims, which is essential in any “mea culpa” by an individual or an organization. Penn State knew what had happened but was unprepared to deal with the seriousness of the issue. Finally, top officials should be prepared to take responsibility and to demonstrate how they will prevent future occurrences.

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Difficult  
Skill Level: Evaluate

5. 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 an organization in which they take pride.

LO 1.5: Review the approach of values-driven public relations

Topic/Concept: Values-Driven Public Relations  
Difficulty Level: Difficult  
Skill Level: Analyze