



UNIVERSITY OF GHANA
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B.A. FIRST SEMESTER EXAMINATIONS: 2010/2011
DISTANCE EDUCATION

INFS 305: PUBLIC RELATIONS (3 Credits)

ANSWER ALL QUESTIONS IN SECTION A ON THE QUESTION PAPER AND ONE QUESTION FROM SECTION B IN THE ANSWER BOOKLET

TIME ALLOWED: TWO AND A HALF (2½) HOURS

SECTION A

CIRCLE THE ALPHABET OF THE CORRECT ANSWER

1. The purpose of public relations might be best described as _____
 - a. altering a message to create the appearance of performance
 - b. doing the right thing and communicating the substance of that performance
 - c. communicating an organization's goals to people inside and outside the organization
 - d. maintaining good relationships with influential publics

2. Key words to remember in defining *public relations* include _____
 - a. Deliberate, Planned, Performance, Public interest, One-way communication, Management function
 - b. Deliberate, Planned, Performance, Public interest, Two-way communication, Management function
 - c. Deliberate, Planned, Performance, Organization interest, Two-way communication, Management function
 - d. Deliberate, Unplanned, Performance, Public interest, Two-way communication, Employee function

3. The public relations process can be defined as R.P.I.E. R.P.I.E stands for _____
 - a. Research, Planning, Implementation and Evaluation
 - b. Reaction, Programme, Implementation and Explanation
 - c. Results, Planning, Involvement and Evaluation
 - d. Research, Programme, Integrating and Explanation

4. The public relations process can be defined as RACE. What is RACE?
 - a. Research, Action, Coordination, Execution
 - b. Research, Analysis, Coordination, Execution
 - c. Research, Action, Communication, Evaluation
 - d. Research, Analysis, Communication, Evaluation

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5. The R-O-S-I-E approach which encompasses a managerial approach to the field of PR represents _____.
- Results, Opinion, Strategize, Information, explanation
 - Research, Objectives, Strategies, Implementation, evaluation
 - Reaction, Opinion, Strategize, Information, explanation
 - Research, Objectives, Strategies, Implementation and Evaluation
6. The functions of a PR officer includes all EXCEPT _____.
- writing
 - media relations
 - fundraising
 - publicity
7. Which of the following are among six requisite "attitudes" an effective public relations practitioner should have?
- counseling orientation
 - advocacy
 - risk avoidance
 - a & b
8. Twisting messages to create the impression of performance is an example of _____.
- public relations
 - publicity
 - propaganda
 - spin.
9. The famous expression "modest men in humbler walks of life" was used by _____ when advocating for improved relations between the librarian and the reader.
- Joseph L. Wheeler
 - Samuel S. Green
 - Lutie Stern
 - E. W. McDiarmid
10. The objectives of publicity as stated in the *Library and the Community* was to tell the public things which will benefit them to know. Who wrote this famous book?
- Joseph L. Wheeler
 - Samuel S. Green
 - Lutie Stern
 - E. W. McDiarmid
11. The _____ saw the commencement of the first talk on advertising a library.
- 1896 ALA Conference
 - 1917 Sweden Library Conference
 - 1924 Community Library Conference
 - 1935 Academic Library Conference

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12. *The Crow's Nest*, a column in _____ was supposed to serve as a forum for library public relations.
- the American library PR bulletin
 - the ALA Conference bulletin
 - The Wilson Library bulletin
 - Leserwerbung library publication
13. _____ wrote the book *Publicity for public libraries*.
- John Cotton Dana
 - Samuel S. Green
 - Gilbert O. Ward
 - Joseph L. Wheeler
14. The American Library Public Relations Council was formed in _____ and was devoted to the investigation, discussion and promotion of every phase of library public relations.
- 1924
 - 1935
 - 1939
 - 1940
15. One of the earliest archeological records of public relations was found _____.
- in Plato's Greece.
 - in Iraq, relating the latest irrigating techniques of 1800 B.C.
 - in Julius Caesar's Rome, urging citizens to support a military campaign.
 - among the Sophists on behalf of a Greek politician
16. Which of the following is an example of public relations used in the American colonies prior to the War of Independence?
- the slogan "Taxation without representation is tyranny."
 - Samuel Adams's Committees of Correspondence and Thomas Paine's "Crisis Papers"
 - the Boston Tea Party
 - all of these answers
17. After the War of Independence, Americans used public relations techniques to ratify _____.
- the Declaration of Independence
 - the Federalist Papers.
 - the Constitution and the Bill of Rights.
 - all of these answers.
18. In early nineteenth-century America, the antecedent to public relations was known as _____.
- Old Hickory's "kitchen cabinet."
 - press agency.
 - muckraking.
 - all of these answers.

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19. In early twentieth-century America, modern public relations was begun by _____
- a. former Wall Street reporter Ivy Lee.
 - b. Andrew Jackson aide Amos Kendall.
 - c. circus owner Phineas Barnum.
 - d. railroad baron William Vanderbilt.
20. Ivy Lee believed that good public relations should include _____
- a. an honest and accurate account of business to the public, as well as open and cheerful responses to the media on behalf of businesses.
 - b. an honest and accurate account of business to the public.
 - c. open and cheerful responses to the media on behalf of businesses.
 - d. all of these answers.
21. The reputed originator of the line, "The public be damned!" was _____
- a. J.P. Morgan.
 - b. Phineas T. Barnum.
 - c. William Vanderbilt.
 - d. Ivy Lee.
22. The reputed originator of the line, "The public be informed!" was _____
- a. J.P. Morgan.
 - b. Phineas T. Barnum.
 - c. William Vanderbilt.
 - d. Ivy Lee.
23. Public relations consultants for politicians should point out the importance of the uncommitted public because _____
- a. that public rarely decides to vote.
 - b. that public is the most difficult to persuade
 - c. that public can swing a vote.
 - d. that public needs to have their beliefs reinforced
24. A public is defined as a group of individuals or organizations who _____
- a. work for the same company
 - b. have a relationship with an organization
 - c. use the same product
 - d. are boycotting a corporation
25. "A group of people who are not necessarily part of a particular organization". The statement refers to _____
- a. Local Publics
 - b. External Publics
 - c. Internal Publics
 - d. International Publics

26. To effectively communicate with a public, it is important to recognize that _____.
- a. all publics have the same needs.
 - b. all publics are most interested only in the technology you'll use.
 - c. all publics have their own special needs and require different types of communication.
 - d. each public has overlapping organizational needs.
27. What is it called when specific and significant impressions become generalities?
- a. Symbols
 - b. Semantics
 - c. Distortions
 - d. Stereotypes
28. Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.
- a. advertising
 - b. sales promotion
 - c. public relations
 - d. mass-marketing
29. _____ consists of short-term incentives to encourage the purchase or sale of a product or service.
- a. public relations
 - b. sales promotion
 - c. advertising
 - d. marketing
30. A major difference between public relations and marketing is _____.
- a. marketing promotes an organization.
 - b. public relations promotes an entire organization, including its people, products and services.
 - c. marketing promotes an organization's individuals rather than its products or services.
 - d. public relations promotes only a product or a service.
31. Publicity is preferable to advertising primarily because _____.
- a. advertising cost money, while publicity costs only the time and effort of public relations practitioners.
 - b. publicity is more credible than advertising
 - c. advertising reaches fewer people
 - d. publicity allows you to have more control over content, reach and frequency
32. The means of gaining support for an opinion, creed or belief is known as _____.
- a. publicity
 - b. propaganda
 - c. public affairs
 - d. public relations
33. _____ appears in news rather than in advertising columns and carries the implicit - third party -endorsement of news source that reports it.
- a. advertising
 - c. public relations

- c. sales promotion
- d. publicity

34. A powerful two-way form of communication which allows interactive relationship to develop between the public relations officer and the people is _____.

- a. advertising
- b. personal selling
- c. sales promotion
- d. marketing

35. _____ is a typical goal for communicators when they seek to explain benefits the opposition can gain from reconsidering an idea.

- a. To simply inform
- b. To simply persuade
- c. To build mutual understanding
- d. all of the above

36. The communications theory that states that an organization beams a message to the mass media, which then delivers it to a great mass of people for their response, is called _____.

- a. the concentric-circle theory.
- b. the two-way symmetric theory.
- c. cybernetics.
- d. the two-step flow theory.

37. The communications theories of Pat Jackson emphasized all of the following steps EXCEPT _____.

- a. building awareness.
- b. adopting a new behavior.
- c. using the mass media to alter public attitudes.
- d. developing a latent readiness.

38. Communication process begins with the process of _____, which leads to the development of a _____ that contains the information or meaning a source hopes to convey:

- a. encoding; message
- b. encrypting; transmission
- c. encoding; response
- d. decoding; message

39. In the S-E-M-D-R and S-M-R models, the S and M, respectively stand for _____.

- a. sender; mode.
- b. source; medium.
- c. source; message.
- d. sender; message.

40. Encoding is important because it _____.

- a. guarantees that one's message will be decoded
- b. encourages listener feedback
- c. eliminates noise

d. produces messages

41. In the communication process, any external factor which interferes with effectiveness of the communication is _____.

- a. message
- b. noise
- c. medium
- d. channel

42. In the communication process, a receiver is _____.

- a. message interference
- b. a message pathway
- c. the person who encodes an idea
- d. the person who decodes a message

43. In order to balance organizational goals with societal expectations, a public relations practitioner must _____.

- a. practice one-way communication
- b. communicate with all relevant internal and external publics
- c. communicate with both relevant and irrelevant publics
- d. focus on external publics

44. The communication direction that helps a public relations practitioner obtain commitments and resolve problems is _____.

- a. one-way
- b. internal
- c. two-way
- d. external

45. Body motion such as facial expressions, physical gestures, touching and movements are examples of _____.

- a. proxemics
- b. kinesics
- c. appearance
- d. para language

46. Position, orientation, space and physical contact are examples of _____.

- a. para language
- b. kinesics
- c. appearance
- d. proxemics

47. Tactile communication is generally considered part of _____.

- a. Proxemics
- b. Facial expressions
- c. Kinesics
- d. Para-linguistics

48. Feedback can come in the form of _____.

- a. nonverbal communication only

- b. verbal communication only
- c. verbal and nonverbal listener responses
- d. environmental noise

49. The order of Maslow's hierarchy of needs is _____.

- a. physiological, safety, esteem, self-actualization, love.
- b. safety, physiological, esteem, love, self-actualization.
- c. physiological, safety, love, esteem, self-actualization.
- d. safety, physiological, love, esteem, self-actualization.

50. The highest level of Maslow's hierarchy of needs was _____.

- a. Physiological.
- b. Esteem.
- c. Self-actualizing
- d. Love.

51. Personal, educational and social characteristics do not affect attitudes.

- a. True
- b. False.

52. Individuals' attitudes and behaviors are influenced by specific issues and situations, but public opinion is born when _____.

- a. individual differences are minimized.
- b. a consensus of opinion develops among individuals.
- c. the publics involved are homogeneous.
- e. people unite to perform the same action.

53. According to Leon Festinger's theory of cognitive dissonance _____.

- a. it is easiest to influence people whose minds are not made up about an issue.
- b. people try to reconcile opposing information to their own points of view.
- c. too many opposing messages from the media create confusion, or dissonance, in people's minds.
- d. the target group for most public relations efforts should be those who oppose the information being communicated.

54. Which of the following is NOT one of Hadley Cantril's 6 Laws of Public Opinion?

- a. Opinion is highly sensitive to important events.
- b. Events, words, or other stimuli affect opinion only insofar as their relationship to self-interest is apparent.
- c. Opinions are easily changed once self-interest is involved.
- d. Generally, public opinion does not anticipate emergencies.

55. The key to influencing public opinion is _____.

- a. discovering your corporate identity.
- b. acting in your own self-interest.
- c. following the silent majority.

d. anticipating trends.

56. It can take an individual or organization years to build credibility and public trust, and it usually takes an equally long time to destroy that credibility and trust.

- a. True
- b. False

57. Public opinion is a simple concept to explain and to understand.

- a. True
- b. False

58. Persuasion can include advising, reasoning, and even arm-twisting.

- a. True
- b. False

59. Words have more influence on opinions than events.

- a. True
- b. False

60. The research step of the public relations process can be described as _____.

- a. The strategy phase of a problem-solving process
- b. The execution phase of a public relations process
- c. The measurement of how effectively and efficiently a public relations effort met the organization's goal
- d. The discovery phase of the problem-solving process

61. The question "What should we do and say and why?" is typically asked in which step of the problem-solving process?

- a. the first step
- b. the second step
- c. the third step
- d. the fourth step

62. The key to budgeting public relations programs lies in estimating the extent of personal and financial resources and estimating the cost and availability of those resources.

- a. True
- b. False

63. The success or failure of the organization depends on a sound and mutually beneficial relationship between the _____ and its _____.

- a. Staff and employer
- b. Employer and manager
- c. Employees and employer
- d. Organisation and employees

64. In creating an intranet, it is important to keep in mind _____.

- a. Management time.
- b. Video competition.
- c. Corporate culture.
- d. None of the above.

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65. For good staff-management relations, many organizations conclude that there is no substitute for _____.
- Telephone hotlines.
 - Internal television.
 - Face-to-face communications.
 - Management bulletins.
66. One nemesis of good employee communications is _____.
- Outspoken executives.
 - Mediocre products.
 - Talkative supervisors.
 - The grapevine.
67. All are methods of employee communication EXCEPT _____.
- Bulletin boards.
 - Open house communication.
 - Internal newsletters.
 - Face-to-face meetings.
68. The key to budgeting public relations programs lies in estimating the extent of personal and financial resources and estimating the cost and availability of those resources.
- True
 - False
69. The aim of _____ is to place newsworthy information into the news media to attract attention to a person, a product or service.
- corporate communications
 - counseling
 - press relations
 - lobbying
70. Public service announcements _____.
- may be 10 seconds, 30 seconds or 60 seconds in length
 - may be provided to radio or television
 - are services of government and voluntary services.
 - All of the above.
71. A powerful medium which has the ability to appeal to both the senses of sight and sound and to the use of movement and words in order to develop sales is known as _____.
- radio
 - television
 - press release
 - conference
72. _____ are activities undertaken by organizations to obtain editorial speeches to promote the image of the organization rather than achieve an immediate sale.
- press release
 - exhibitions
 - sponsorship

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d. radio

73. Payment by a company to be associated with a particular event or activity is known as

- a. advertising
- b. exhibition
- c. sponsorship
- d. press release

74. These are examples of press events EXCEPT _____.

- a. facility visit
- b. press conferences
- c. press release
- d. press reception

75. Audio-visual media can be used for _____.

- a. invited audiences
- b. exhibitions
- c. employee communications
- d. all of the above

SECTION B

ANSWER ONE QUESTION ONLY

1. Archives or libraries can communicate with its publics through a variety of media. Describe any five of the media used and their usefulness in archives or libraries.

2. How would you define 'publics'? Why is it necessary to identify publics in an organization? Identify and elaborate on the 'publics' of the archives or libraries.