

Question 1

Internships are an important way to get your foot in the door.
Answer: <https://biology-forums.com/index.php?topic=711709>

Question 2

In a survey of 97 highest-level public relations leaders, nearly half of those interviewed indicated
A) positive personal character traits were the most desired characteristic among job candidates.
B) diversity of experience was the second most sought-after qualification.
C) the most significant limitation candidates have is their inability to describe the value of public relations for an organization.
D) the major challenge for all people in the field boils down to just doing their job well in these difficult times.
Answer: <https://biology-forums.com/index.php?topic=711700>

Question 3

Because they are a very old type of employee communications vehicles, bulletin boards have virtually disappeared.
Is this statement true, or is it false?
Answer: <https://biology-forums.com/index.php?topic=711323>

Question 4

On any issue, people may be strongly for, strongly against, passive, neutral, or indifferent toward it.
Is this statement true, or is it false?
Answer: <https://biology-forums.com/index.php?topic=710901>

Question 5

Blogs continue to be a tool of so-called fringe media.
Is this statement true, or is it false?
Answer: <https://biology-forums.com/index.php?topic=711260>

Question 6

Tangible commodities that communities expect from resident organizations include all of the following EXCEPT
A) taxes.
B) employment.
C) wages.
D) participation.
Answer: <https://biology-forums.com/index.php?topic=711409>

Question 7

The theoretical concept of social networks stemmed from
A) an article by the CEO of Sun Microsystems.
B) an article by a telecommunications professor at MIT Media Labs.
C) the CEO of Marriott International.
D) an article by a former employee at AT&T Labs Research.
Answer: <https://biology-forums.com/index.php?topic=711231>

Question 8

The enlightened self-interest model for ethical practice is based on the principle of
A) balancing the role of department advocate with the needs of the organization.
B) realizing that an organization does well by doing good.
C) advocating for society is more important than advocating for the organization.
D) assuming counterbalancing messages are in the best interest of an organization.
Answer: <https://biology-forums.com/index.php?topic=711013>

Question 9

What happens in government is so significant to an organization that the number of corporations and trade associations with _____ units has grown steadily in recent years.
A) media relations
B) government relations
C) employee relations
D) lobbying

Answer: <https://biology-forums.com/index.php?topic=711361>

Question 10

Some might say PR should really stand for performance recognition because positive action communicated straightforwardly will yield positive results. Is this statement true, or is it false?

Answer: <https://biology-forums.com/index.php?topic=710727>

Question 11

Do the Internet and social media hold promises for the future of public relations? If so, why?

Answer: <https://biology-forums.com/index.php?topic=711271>

Question 12

One person's definition of obscenity

- A) may force the media to disregard deep-held beliefs.
- B) may force a defendant to use "no comment" as a legitimate response to media inquiries.
- C) may force courts to suppress information.
- D) may force another person to claim there is a violation in freedom of expression.

Answer: <https://biology-forums.com/index.php?topic=711046>

Question 13

In S-H-O-C, a four-step communications approach, what does the C stand for?

- A) Communication
- B) Confidence
- C) Consistent
- D) Celebrations

Answer: <https://biology-forums.com/index.php?topic=711293>

Question 14

Advertising is NOT held in as high esteem as marketing people would hope because

- A) it rarely is as creative today as it was 25 years ago.
- B) there's a stigma about the message being created and paid for by the sender.
- C) it is not written or talked about as much in media as publicity items.
- D) it is perceived as news.

Answer: <https://biology-forums.com/index.php?topic=711579>

Question 15

As interpreters of the public for management, public relations professionals need to learn what the public senses about the organization and alert management to those findings.

Is this statement true, or is it false?

Answer: <https://biology-forums.com/index.php?topic=710733>

Question 16

Enlightened community relations depend upon which of the following?

- A) researching, analyzing, and understanding the power structure of communities
- B) understanding the makeup and expectations of communities and vice versa
- C) organizations communicating their points of view in an authoritarian fashion
- D) each power base making sure it demonstrates who is in charge

Answer: <https://biology-forums.com/index.php?topic=711408>

Question 17

Discuss briefly the state of business ethics in recent times, including 2012, the "summer of shame".

Answer: <https://biology-forums.com/index.php?topic=711040>

Question 18

Motivating prospective customers to action describes what _____ is effective at doing.

- A) sales promotion
- B) traditional marketing
- C) traditional advertising
- D) public relations

Answer: <https://biology-forums.com/index.php?topic=711567>

Question 19

Another term for word-of-mouth marketing is buzz marketing.
Is this statement true, or is it false?

Answer: <https://biology-forums.com/index.php?topic=711616>

Question 20

Which of the following is NOT one of the functions Facebook serves for public relations?

- A) Attract attention
- B) Relay static information
- C) Facilitate two-way communication
- D) Monitor conversation

Answer: <https://biology-forums.com/index.php?topic=711236>