



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

END OF FIRST SEMESTER EXAMINATIONS – 2021/22 ACADEMIC YEAR

BACHELOR OF ARTS IN COMMUNICATION

LEVEL 400

**BACS 411 MANAGEMENT IN PR
RESIT PAPER**

January 2022

30 Marks

Time Allowed: 25 minutes

SECTION A

GENERAL INSTRUCTION TO CANDIDATES:

- *This paper comprises 60 Multiple Choice Question*
- *ANSWER ALL QUESTIONS by CIRCLING the most appropriate option in INK on the Question Paper*
- **Caution: Cancellation is not allowed.**
- **Write your index number and signature on top of the question paper on every page**
- *You are required to return your question paper upon completion*
- **You are NOT to start work or turn to the next page until you are told to do so.**

Do not take away any section of this paper

Examiner: Mrs. Nelly Dɔrbɔrson

1. Most institutions or organizations have _____ to help them operate at their maximum capacity and achieve better results.

- A. Public relation's offices
- B. Several management functions
- C. Organizational rules
- D. Departmental rules

2. In maintaining a satisfactory, long-term, trusting relationships with publics and stakeholders

- A. Communication is considered key factor
- B. Negotiation is considered key factor
- C. Frequent visitation is considered key factor
- D. Financing is considered key factor

3. Public relations provides the greatest value to an organization when it is used

- A. Cleverly
- B. Strategically
- C. Economically
- D. Intelligently

4. In an effective organization, all the major functions are linked together by

- A. Planning and evaluation
- B. Oneness and perseverance
- C. A common set of strategies
- D. The management

5. One important strategy that must be included in every institutions action plan is

- A. Communication strategy
- B. Execution strategy
- C. Relational strategy
- D. Planning strategy

6. Every institution must have a strategic plan.

- A. True
- B. False

7. The process of administering and controlling the affairs of an organization, irrespective of its nature, type, structure and size can be termed as

- A. Controlling
- B. Administering
- C. Management
- D. Development

8. The following can be considered a part of the 5M's except

- A. Men
- B. Machine
- C. Measurements
- D. Money

9. Many business failures are ultimately attributable to the confusion caused by poor communication.

- A. True
- B. False

10. The under listed can be seen as characteristics of management except

- A. Divide and rule
- B. Universal
- C. Goal oriented
- D. People Oriented

11. "Every organization is set up with a predetermined objective". This statement can be classified under which characteristic of management

- A. Goal Oriented
- B. Continuous process
- C. Universal
- D. Local

12. An organization consists of various members who have different needs, expectations and beliefs

- A. True
- B. False

13. Generally, public relations professionals can also be seen as communication managers who

- A. Sit in managerial meetings
- B. Speak in public
- C. Organize and integrate communication activities
- D. Write for organizations

14. Most Public relations practitioners begin their careers as

- A. Communication experts
- B. Communications technician
- C. Boundary spanners
- D. Expert prescribers

15. "Public Relations is the management of communication between an organization and its publics", this definition was propounded by

- A. Wilcox etal
- B. Grunig and Hunt, (1984)
- C. The American association of public relations practitioners
- D. Edward Bernays

16. Practitioners in the management role are more likely to have a positive impact on the organization's public relations practice

- A. True
- B. False

17. _____ is involved in the strategic thinking of an organization and must be able to conduct research and measurement and share data that informs better decisions.

- A. The communication manager
- B. Management members
- C. The communication technician
- D. The Boundary Spanner

18. Research indicates that practitioners in a predominantly _____ spend the majority of their time writing, producing, and placing communication messages in the media.

- A. Boundary spanning role
- B. Expert prescriber role
- C. Technician role
- D. Managerial role

19. Technicians have a seat at the management table and have a voice in the strategy of the organization.

- A. True
- B. False

20. The boundary spanner who listens to and coordinates information between the organization and its key publics can also be seen as

- A. Communication facilitator
- B. Expert prescriber
- C. Communication technician
- D. Relationship manager

21. The role a doctor performs with a patient can be likened to

- A. The role of the expert prescriber
- B. The role of the boundary spanner
- C. The role of the communications manager
- D. The technician role

22. Communication is the only function with eyes on all the publics inside and outside of the organization

- A. True
- B. False

23. One of the characteristics that defines a valuable manager is

- A. The ability to get people to work
- B. the ability to get people to like you
- C. The ability to take informed decisions
- D. The ability to take risk

24. By definition, good information helps reduce uncertainty in making a decision

- A. True
- B. False

25. _____ looks at all the stakeholders in the organization and uses a variety of tools and tactics to enhance relationships with these publics

- A. The chief executive officer
- B. The public relations manager
- C. The heads of departments
- D. Board of governors

26. Some scholars have suggested that the communication function serves or should serve as the corporate conscience of every organization

- A. True
- B. False

27. Public relations as a profession is often considered by its critics as nothing more than

- A. Simple set of tactics
- B. Important profession
- C. Strategic management function
- D. Persuasive communication

28. It is extremely important to build credibility with the publics you are trying to reach

- A. True
- B. False

29. In building core competencies as communications' manager, the following steps can be taken except

- A. Pursuing additional educational opportunities
- B. Buying your way to the top
- C. Staying current with rapid changes
- D. Staying humble to learn

30. The ability to listen, to ask insightful questions and to learn from others is one of the ways to build core competencies

- A. True
- B. False

31. The following are part of the definitions of PR, except

- A. It is a science
- B. It is an art
- C. It is a lie
- D. it is a movement

32. One of the main goals of public relations is to _____ an organization's target publics.

- A. Convince
- B. Control
- C. Contact

33. The discipline of convincing people to take informed decisions is

- A. Peer Pressure
- B. Persuasion
- C. Brain washing
- D. Propaganda

34. The scientific aspect of Public Relations is

- A. Research
- B. Regeneration
- C. Searching
- D. Creativity

35. The customer or consumer as an external public is not a means of business but

- A. The owner of the business
- B. The purpose of the business

C. The idea of the business

D. Idea of the business

36. Your product or service determines your

A. Money

B. Public

C. Popularity

37. According to the Ethos type of persuasion influence lies in the _____ of the speaker.

A. Power and Authority

B. Love and Gentility

C. Boldness and Preparedness

38. Many critics assume that public relations is largely

A. Persuasion

B. Propaganda

C. Research

D. Deceptive

39. During the early seventeenth century catholic church, the term propaganda meant _____

A. To propound information

B. To propagate the faith

C. To promote ideas

D. To preach the Gospel

40. According to British authors Trevor Morris and Simon Goldsworthy Public Relations is the planned Persuasion of people to behave in ways that

A. Further the public's objective

B. Further the practitioner's objective

C. Further its sponsor's objective

41. In the various types of persuasion, using the emotions of your audience to establish a case can be classified as

A. Logos

B. Pathos

C. Ethos

42. Propaganda was not seen as a disapproving or negative concept until after the Second World War

A. True

B. False

43. According to Weaver et al. (2006: 9) the real value of propaganda lies in the following except

A. The dissemination and promotion of ideas

B. The ability to orchestrate public opinion

C. The ability to construct social action

44. According to Grunig and Hunt, PR Practitioners spread the faith of their organisations, often through

A. Genuine information

B. Distorted and half-truth information

C. Complete Truthful information

45. The heart of public relations work lies in attempting to affect the public opinion process

A. True

B. False

46. The members of the PR publics must

A. Not necessarily meet together in one place

B. Meet most often

C. Gather at some point in time in one place

47. According to Seitel (2006), the expression of an attitude on a particular topic is termed as

A. Idea

B. Opinion

C. Concern

48. Events trigger formation of public opinion

A. True

B. False

49. An opinion represents a person's _____

- A. Agenda on an issue
- B. Perception on a matter
- C. Belief on an issue

50. People with _____ constitutes a public

- A. Family background
- B. Religious belief
- C. Common interest

51. As public awareness grows, issues lose their prominence and gradually die out

- A. True
- B. False

52. On the life cycle chart of public opinion, government comes in _____

- A. Take action on prominent issues
- B. Dismiss bothering opinions
- C. Talk about troubling issues

53. Usually public opinion can be _____

- A. Always favorable
- B. Favorable and unfavorable
- C. Not favorable at all

54. In order to gather the opinions of a public towards an organisation

- A. Research is required
- B. Interaction is required
- C. Discussion is required

55. According to Center and Jackson (2003), which of the following should a public relations officer seek to change in his or her publics

- A. Motivating new behavior and modifying negative behavior
- B. Change their way of thinking and win their trust

C. Make friends with them and get them to like your service

56. Opinion leaders are classified as _____

- A. People who can talk in public and make people laugh
- B. Charismatic and eloquent orators that every one likes
- C. Experts who articulate opinions on specific issues in public forums

57. The following are theories on how opinions are formed except

- A. The N-step theory
- B. The theory of human relations
- C. The diffusion theory

58. Values are "the deep tides of public mood, slow to change, but very powerful

- A. True
- B. False

59. The under listed cannot be classified as internal publics of PR, except

- A. Government
- B. Employees
- C. Customers

60. The following are factors to consider when dealing with internal publics, except

- A. Dismiss them when they make mistakes
- B. Share key messages with all the members
- C. Give recognition to them during special occasions
- D. Give them Professional training

ANSWER: A