

MAC134 List of eExam Questions in the Bank

Latex formatted questions may not properly render

Q1 are a rich source of historical information which you can use when writing a historical speech

Q2 comes first in planning the public relation programme.

Q3 commenced his carrer in PR by promoting Harlow's weekly magazine

Q4 involves reading for content and information in PR writing

Q5 is an important structure of writing in PR

Q6 is defined as the branch of philosophy that deals with issues of right/wrong in human affairs.

Q7 is one of the recognised pioneers of PR that worked for the former American President John D. Rockfeller.

Q8 is the original voice of any organisation

Q9 is very important in the opening and paragraphing in news release

Q10 release is used when something is done or said that can harm an organisation

Q11 should be avoided when wriring a press release

Q12 A complaint collection committee or agency is often called the

Q13 A fund raising campaign at raising funds for big projects is called campaign

Q14 A speech wrtitten out in detail, should be written out

Q15 At the level of society in PR, speech is a a major tool of

Q16 Large organisation that produce goods and services with a strong motive for profit are called

Q17 PR activities that are designed to secure and maintain mutual lines of communication and relationship between an organisation and its workers is called

Q18 PR is mainly concerned with organizing parties and other social events.
YES/NO

Q19 is a very complex activity, with different areas of specialization in Public Relations ____.

Q20 Traditional, non traditional, interviewing aware and active publics are categories of PR publics according to

Q21 While some speeches can be formal some others speeches are purely

Q22 Eye contact with members enable the speaker to be more conscious of response

Q23 A press release that was written in a news worthy manner can be accepted by for their use

Q24 Eloquency and are important points on speech delivery.

Q25 PR practitioners who so desire to practice must be familiar with the regulations. YES/NO

Q26 PR was formally introduced in Nigeria in what year

Q27 Public relation laws is categorised into two namely law of tort and .

Q28 The Code of Athens was adopted in what year?

Q29 The National Broadcasting Commission (NBC) though collects rates is a non profit organisation. YES/NO

Q30 The spread of christainity in the middle ages could be likened to the use of public relation in modern times . YES/NO

Q31 is a printed or published defamation in Public Relation code of Ethics.

Q32 is commonly used as an instrument in carrying out a survey research.

Q33 was regarded as the father of modern PR.

Q34 was said to have issued a declaration of principles to newspaper editors.

Q35 The development of Public Relation practice in Nigeria originated from the Government.YES/NO

Q36 A well developed speech must have how many segments?

Q37 A well managed, planned and attended AGM have the capacity to generate good publicity.YES/NO

Q38 Annual report is a component of feedback in research. YES/NO

Q39 Channel through which PR practitioners communicate with the public is known as

Q40 In the early years of Public Relations, was a very important tool of public opinion

Q41 In modern democratic dispensation, has become an acceptable method of influencing legislative and executive officials.

Q42 Messages in Public Relations consist of language and

Q43 One of the components of a good speech is a good theme. YES/NO

Q44 Public relation laws are useful for achieving protection from

Q45 Public relation media can be described as the medium of communicating public relation messages. YES/NO

Q46 Research in PR is useful for formulation of organisational strategy. YES/NO

Q47 Survey is a form of research method in PR. YES/NO

Q48 The interrogative model was postulated by who?

Q49 represent the major medium through which public relations practitioners communicate to their various publics

Q50 is a vital skill required in a successful public relation practice.

Q51 is communication in words or pictures that diminish the respect, goodwill about a person or institution

Q52 is known as the civil laws for which there are remedies for breach and law of contract which regulates the relationship between a practitioner and his client

Q53 A represent a guide in carrying out a given task.

Q54 _defined ethics as 'How we ought to live' in PR.

Q55 A good writing follows a good manner of

Q56 A PR professional needs to be smart in advising clients who must be able to manipulate the environment for the good of the organization. YES/NO

Q57 A process is a series of ongoing activities designed to achieve

Q58 According to Ivy Lee the key to business acceptance and understanding was that the public should be not to be fooled

Q59 According to Tonye Ogunmorin public relation consultancy was pioneered in Nigeria in the late sixties and early seventies. YES/NO

Q60 Applied researches are not designed to provide answers to practical problems. YES/NO

Q61 Part of the yard stick for measuring a good public relation plan is message specific. YES/NO

Q62 PR help to enhance social change by providing the communication needed to lubricate the challenging complexities and effects of changes. YES/NO

Q63 Selecting a good subject to write on requires

Q64 Speaking engagement of a public relations officer includes

Q65 The full meaning of the acronym PRCAN is

Q66 The full meaning of the acronym, NIPR is

Q67 The full meaning of the acronym, PRSA is

Q68 The key functional responsibility of the public relation is media relation. YES/NO

Q69 The Power Holding Company of Nigeria was formerly known as

Q70 The practice of PR in rudimentary forms by traditional rulers in disseminating information was done by

Q71 The process of writing goes through number of stages

Q72 The structure of a good press release was prescribed by who ?

Q73 The Yakubu Gowon Foundation is an example of the target public organisation. YES/NO

Q74 To Aristotle the speaker's character may almost be called the most effective means of persuasion he possesses. YES/NO

Q75 Writing is a basic skill of communication. YES/NO

Q76 ___ enables an organisation to find out what the public wants to know about it.

- public opinion
- opinion research
- counselling
- publicity

Q77 ___ is used as a criteria for evaluating speech contents.

- length
- organization
- quality and quantity of materials
- appropriate contents

Q78 Among the reasons that determines whether a news release is used or not includes the following except ____

- time
- space
- newsworthiness
- noise for news

Q79 An example of a public non-profit organisation in PR is ____

- NAFDAC
- Exam boards
- Professional boards
- all of the above

Q80 An important and most common tool in PR is ____

- input
- acting
- writing
- all of the above

Q81 Frank Jefkins prescribed the structure of a good press release in form of ____

- SOLAADS
- SOALLDS
- LDASS
- SOLADS

Q82 In public relation press release is a veritable source of ___ for media organisation

- news
- research
- knowledge
- None of the above

Q83 In PR the news media is represented by the following except ____

- publications
- the internet
- news writer
- None of the above

Q84 Involvement of routine activities with little or no change can overtime result into boredom for a public relation practitioner.

- true
- false

uncertain
none of the above

Q85 Lobbying can be used to fast track legislation and other related matters

True
False
uncertain
None of the above

Q86 Marketing in PR includes a variety of media used to create and maintain mutual relationship between an organisation and its workers which includes ____

induction programmes
service awards
employee committee
all of the above

Q87 Organisations that do not have in-house PR units usually engage ____

consultants
auditors
marketers
writers

Q88 Part of professional regulations include ____

client protection
professional ethics
protection of members
enhancement of practice

Q89 Privacy laws are to protect the rights of the plaintiff part of which is ____

libel
appropriation
ethics
all of the above

Q90 The effectiveness of a specific public relations programme can be evaluated by which of the following _____

Audience coverage
impact
results
None of the above

Q91 The external PR units consist of the following except ____

freelance writers
PR counsellors
independent PR consultant
editor

Q92 The founding fathers of PRAN include the following members except ____

Dr Samuel Epelle
Bob Ogbuagu
Tony Harry
Ikhaz Yakubu

Q93 The internal PR deparment is also faced with some challenges which includes the following except _____

loss of objectivity
subservience
confused roles and mission
economy

Q94 The Josephson Institute for the Advancement of Ethics identified universal ethics for building ethical values in areas of human life. This include the following except

honesty
promise
integrity
unfairness

Q95 _____ is a basic skill of communication in PR. _____

pre-writing
writing
editing
none of the above

Q96 Which one among the following reknowned scholars of PR does not belong to this group _____

Broom
Cutlip
Center
Charles

Q97 Which of the following is involved in the process of speech writing _____

analysis
propaganda
researching
none of the above

Q98 Applied researchs are designed to provide answers to practical problems.

True
False
uncertain
not sure

Q99 One of the key functional areas of responsibility of a public relation deparment is _____

lobbying

employee relation
internal relation
liason office

Q100 Daramola suggested that the indirect rule was a crude form of indirect rule in Nigeria

True
False
not sure
none of the above

Q101 ___ is a vital part of public relations media

non -communication media
media bills
office bills
none of the above

Q102 ___ is one of the basic elements that constitute public relations budget

labour
maintenance
expenses
medical bill

Q103 Which of these determines the mode of public relations service an organization uses

the organization image
funds available
size and special needs
the public relations practitioner

Q104 The functions of PR includes the following except ___ .

Introduce new product into the market
Stage a good exhibition
Necessary in feedback system of a product
Sell the product in the market for the producer

Q105 ___ is an essential tool in public relations planning.

Time
Hardworking personnel
Right human resources
None of the above

Q106 The present day Ministry of Information was formally known as ___.

The public relations unit
The information service
The region office
The information office

Q107 According to Grunig and Hunt (1984) categorized public relations publics

are as the under listed except ____ .

- Aware publics
- Active publics
- Adamant publics
- Latent publics

Q108 The following are informal methods of data collection in analysing public relation problems except ____ .

- Key informants
- Ombudsman
- Mail analysis
- Critical survey

Q109 In the modern day democratic dispensation ____ has become an accepted method of influencing legislative and executive officials.

- campaign
- Lobbying
- Advertising
- None of the above

Q110 ____ is one of the historical revolutionist in public relations

- Georgia ivy
- Ivy Townsend
- Ivy Ledbetter Lee
- Ivy Lee Georgia

Q111 The systematic collection and interpretation of information to increase understanding in PR is known as ____.

- Data
- Planning
- Research
- None of the above

Q112 One of the consultancy firms with its chief executive officer which pioneered the nucleus of PRCAN include ____ .

- Mr Sam Oyewole
- Mr Kunle Oyalowo
- Mrs Kemi Owolowo
- Mr Tade Ogidan

Q113 The acronym PRCAN was given birth to in the year ____ .

- 1960
- 1987
- 1983
- 1967

Q114 The Nigeria Institute of Public Relations has been headed by well-meaning notable public relations practitioners amongst who are the following except ____ .

Dr Samuel Epelle
Mr Sabo Mohammed
Chief Ajibade Oyekan
Brown Okereke

Q115 ___ is a common saying in Public Relation practice.

Beta et gamma
Voice populi
Vox populi, vox dei
None of the above

Q116 ___ is one of the key functional areas of PR

Public affairs
Media relations
Government liaison
Community relations

Q117 ___ is used to show the true breath of a company's activities and operations directed at the investors market.

Over tune
Investment
Tune over
Take over

Q118 ___ was the first Public Relations Officer of Custom and Excise in 1960.

Scott Emuakpor
Mr Alex Akinyele
Samuel Epelle
Ayo Lijadu

Q119 ___ must not be ignored in planning relations in Public Relations Practice

Timing
Right human resources
Interconnectivity
None of the above

Q120 ___ will reduce criticism and hostility form in press and pressure groups in the society.

Preaching
Counselling
Community relation
None of the above

Q121 A PR practitioner must possess all the following qualities except _____

Loyalty
Confidence
Leadership qualities
None of the above

Q122 A notable public relation practitioner summarized public relation definition as good performance that is ____ .

- Publicly accepted
- Publicly appreciated
- Publicly affected
- All of the above

Q123 A perfect public relation plan must be ____ .

- Message specific
- Measurable
- Realistic
- All of the above

Q124 A PR officer obtains information through ethical fact findings while a propagandist will obtain his through ____ .

- Interview
- Questions
- Discussion
- Rally

Q125 A press release must be written to suit ____ .

- The audience
- The client
- The medium of publication
- None of the above

Q126 ____ introduced the indirect rule system in Nigeria, which was a crude form of public relation practice.

- The Colonial Masters
- The French Colony
- Ivy Lee
- None of the above

Q127 Among the under listed which does not belong to the group

- Edward Nerney
- J.F Kennedy
- Ivy Lee
- Rex Harlow

Q128 In Nigeria the formal public relations practise was introduced in ____ .

- 1923
- 1922
- 1925
- 1924

Q129 In 1944, the information office was renamed Public Relation Office under the leadership of ____ .

- Mr D.C.Fletcher
- Richard Harold

Harold Copper
Ayo Lijadu

Q130 In Nigeria as well as in other parts of the world, the profession of public relations has been subjected to wrong perception of what a public relation person does.

- False
- Not certain
- True
- Not sure

Q131 In public relation it is believed that in the event of any observable weakness or error of judgment in any area , an organization should be courageous to admit and ready to ____ it.

- Correct
- Deny
- Change
- None of the above

Q132 Mutual understanding in public relation requires by definition ____ .

- Management function
- Two way communication
- Unidentified publics
- None of the above

Q133 One of the pioneers of Public Relation that issued a declaration of principles to newspaper editors is ____.

- Henry Townsend
- MacBride et al
- Malcolm X
- Ivy Lee

Q134 Public relation is a very complex activity, with different areas of specialization which includes ____.

- Research
- Protocol
- Free gift
- None of the above

Q135 Public Relation is also necessary in the ____ system of any product.

- News
- Advertising
- Feedback
- Promotion

Q136 Seitel (2001) advises that for public relations to work its advice to management must be ____.

- Unfiltered
- Uncensored

Unexpurgated
All of the above

Q137 Speech delivery must be ___ and ___ .

Short and brief
Long and good
Interesting and long
All of the above

Q138 The Electricity Corporation of Nigeria now Power Holding Company of Nigeria was the first government parastatal to establish a Public Relations Department in ___ .

1956
1957
1949
1950

Q139 The following are important terms for formulating public relations except ___.

Mutual interest
Desires
Process
Deliberate

Q140 The Mexican statement defining public relation was first adopted at the world war in ___

1974
1976
1978
1972

Q141 Being ethical minded means that one checks the implication of ones action before embarking on it___ .

False
Uncertain
True
Not sure

Q142 Effective writing and speaking is the essence of public relation practice ___.

False
True
uncertain
none of the above

Q143 One of these statements best describes writing as ___ .

an academic skill
communication skill
native skill
a skill that can be acquired

Q144 One of the characteristics of law is that it provides punishment after an unlawful action ____.

- False
- True
- uncertain
- none of the above

Q145 The following is true about the PR concept to the public except ____ .

- Adherence to the rules
- Loyalty to the clients
- Obedience to the boss
- All of the above

Q146 The impact of the PR can affect the society adversely or otherwise ____.

- True
- False
- Not sure
- Partially

Q147 The present day Ministry of Information was formally known as ____.

- Public Relations Department
- Nigeria information service
- Nigeria Public Relation office
- Office of public relations

Q148 To have a perfect press release it must undergo the ____ process before publication.

- Proof reading
- Editing
- Checking
- All of the above

Q149 Which of the following best describes public relation media ____

- The mass media
- Mass medium
- Medium of communicating public relation message
- None of the above

Q150 While advertising is concerned with persuasion, the Public Relation is concerned with ____.

- Image making
- Profit making
- Marketing of products
- None of the above