

1. evaluating public attitudes helps the organization to identify ___ before they become serious concern

potential problems

2. Stockholders and shareholders are primary publics of Multinational Companies because they ___ such MNCs

finance

3. "Research helps to increase the ___ of targeted communications"

relations

4. The ___ is a public of Multinational Corporation (MNC) because of the regulatory capacity of the government wherever such a firm operates

national government

5. ___ is the last step in Public Relations planning

evaluation

6. MNCs or TNCs must cooperate with their ___ so as to have peaceful and mutually beneficial stay at such communities.

host communities

7. A Public Relations' ___ is a people with whom a PR department, on behalf of a larger institution has a committed relationship

public

8. ___ succeeds on regular engagement of both local and international media by the organisation

media relations

9. Public Relations is primarily concerned about public ___ towards a firm.

attitudes

10. Its inability or the potential for not completing the communication's process is a major ___ of Public Relations

disadvantage

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