

1. The practice of Public Relations is ___ with respect to the strategic focus, objectives, application and overall expectations.

Universal

2. PR also requires the development and execution of communications program designed to bring about public understanding and ___

acceptance

3. A major concern of IPR is to strive to preserve organisation's ___ from internal or external threats

management

4. Public Relations is all about ____

public

5. Public Relations requires a series of stages which includes determination and evaluation of public ___

attitudes

6. International Public Relations activities are aimed at maintaining sound productive and international relations with ___ publics,

international

7. PR involves some promotional programs that concentrate on corporate ___ building, making and maintenance.

Image

8. IPR aims at resolving cross-border problems, such as pollutions and labour, whose resolutions require ___ communication.

Cultural

9. A major concern of IPR is to strive to preserve organisation's ___ from internal or external threats

reputation

10. Public Relations promotes mutual___ amongst organisation and its public

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