

MAC232

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1. \_\_\_\_\_ was proposed by John Marston, in 1983

Transfer Process

Ten-point

RACE

--->> Op-Matrix

2. \_\_\_\_\_ model was a proponent of Coulson Thomas

Publicity

Four-step PR

Steps

--->> RACE

3. \_\_\_\_\_ is not a law and regulation on environmental protection and management

Mineral Act of 1946

Petroleum Decree (Act) of 1969

Mineral Oil of 1967

--->> Effluent Act

4. \_\_\_\_\_ was enunciated by Frank Jefkins in 1988

Transfer Process

Ten-point

RACE

--->> Op-Matrix

5. Ten-points model is also known as \_\_\_\_\_

Systematic

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Complex

--->> Strategic

6. A \_\_\_\_\_ is a theoretical construct used to describe and explain complex phenomenon process

Model

Prototype

Theories

--->> Concepts

7. PRs agency can be classified into \_\_\_\_\_ and \_\_\_\_\_

Private and Public

General and Specialised

Commercialised and non-commercialised

--->> Private and government

8. \_\_\_\_\_ is not a process of PR

Brief

Copywriting

Evaluation

--->> None of the options

9. \_\_\_\_\_ is the panacea for the task of reversing an ugly trend, turning around a bad situation into a favourable one.

Evaluation

Research

Assessment

--->> Transfer process model

10. \_\_\_\_\_ is often propagandistic and pernicious

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Two-way Symmetric

Two-way Assymmetric

--->> Public Information

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