

أسئلة إسترشادية لمادة العلاقات العامة إنجليزي - الفرقة الرابعة إدارة الأعمال.
أولاً: أسئلة وتطبيقات غير محلولة:

- Fourth year-business administration.

- Public Relations/English.

Question (1): Statements: TRUE/FALSE:

1. Public relation (PR) is the process that embraces all the activities that build good relations with audiences attempting to change negative or incorrect opinions and reinforce positive ones.

Answer:

2. One area involved in PR is developing rapport and good-will through two-way communication process.

Answer:

3. The objectives of PR comprise subtle combination of advertising and publicity.

Answer:

4. PR is concerned with achieving shift in knowledge, perception, image and behavior.

Answer:

5. All PR programs would have similar objectives regardless situations, the target groups and timing.

Answer:

6. Another difference with regard to PR objectives, when compared to advertising is that in PR, the target group of the “publics” may often be more than one group in a given situation.

Answer:

7. PR is more diversified and wider spread than advertising as it deals with total communication with different groups.

Answer:

8. The main objective of publicity is to establish new ways of setting-up a two-way flow of information and understanding.

Answer:

9. The subfunction of PR which is associated with the public relations agency aims at creating relationships between the organization and its various publics.

Answer:

10. Issues management is the forward-thinking, problem solving, management-level function responsible for identifying problems, trends and other issues that could impact the organization.

Answer:

11. The main role of the communication facilitator in the PR program is to work as intermediaries between the organization and its key publics.

12. One advantage to use “goal attainment approach” to evaluate the organizational effectiveness is that it takes into consideration the human nature of the organizations.

Answer:

13. The practical implementation of the system approach can help PR to shift from being used as simple publicity function into a strategic planning process.

Answer:

14. PR is primarily addressed to external audiences.

Answer:

15. In marketing, PR is primarily designed as a relationship building strategy, and is less focused on economic concerns.

Answer:

16. The evaluation Phase of the PR process consists of making decisions about which strategies and tactics will be used to respond to the goals of the organization and executing these strategies and tactics.

Answer:

17. A stakeholder is a group or individual who is affected by or can affect the success of the organization.

Answer:

18. Normative stakeholders are associations or groups with which the organization has a common interest such as competitors.

Answer:

19. The organization must develop a communication strategy which help to mediate issues with priority public.

Answer:

20. The situational theory of publics is very essential approach to predict the behavior of different groups of publics.

21. Communication strategy used by an organization must be action and behavior-oriented when the organization is involved with the advocate group of stakeholders.

Answer:

Question: (2): Multiple-Choice Questions:

1. The definition of PR given by J. Grunig and Hunts include the following components, Except:
 - a. Publicity.
 - b. Management.
 - c. Communication.
 - d. Publics.

Answer:

2. One of the main subfunctions of PR is:
 - a. Corporate social responsibility.
 - b. Community relations.
 - c. Internal relations.
 - d. All the above.

Answer:

3. From the PR's point of views, is a group of people with similar interests and with whom the organization relates in one way or another:
- Employees.
 - Target media.
 - Publics.
 - Clients.

Answer:

4. The following are the main three primary variables for predicting the organization excellence, EXCEPT:
- Shared expectations about communication.
 - Structure of the organization.
 - Character of the organization.
 - Communicator knowledge.

Answer:

5. The following ways have been used to define the organizational effectiveness, EXCEPT:
- Situational theory approach.
 - Goal attainment approach.
 - System theory approach.
 - Stakeholder management approach.

Answer:

6. The PR managers engaged in an organization that applies the system approach is continually focus onas a way of measuring the organizational success:
- Financial audit.
 - Evaluation criteria.
 - Feedback information.
 - All the above.

Answer:

7. The nature of challenge facing the PR is:

- a. Dynamic.
- b. Strategic.
- c. Multifaceted.
- d. Conflicting.

Answer:

8. What is not a representative term of the definition of PR:

- a. Manipulative.
- b. Planned.
- c. Public interest.
- d. Deliberate.

Answer:

9. The PR process is best described as:

- a. Media-centered.
- b. One-way.
- c. Feedback-driven.
- d. All the above.

Answer:

10. which is the major difference between PR and advertising?

- a. Advertising involves paid space and broadcast time.
- b. Advertising relies on a number of communication tools.
- c. Advertising is broader than PR in scope.
- d. Advertising uses PR as a communication tool.

Answer:

11. PR should always foster:

- a. Organizational leadership.
- b. Open two-way communication.
- c. Mutual understanding.
- d. Both B and C.

Answer:

12. Which is not a way PR that supports marketing?

- a. Hypes new products.
- b. Develops new prospects.
- c. Paves the ways for sales calls.
- d. Helps sell minor products.

Answer:

13. PR should lead marketing strategy, because:

- a. PR practitioners are master communicators.
- b. PR practitioners deal with multiple stakeholders.
- c. PR practitioners create more effective sales literature.
- d. PR practitioners have been trained in ethics.

Answer:

14. Which of the following is not a component of PR?

- a. Government affairs.
- b. Financial audits.
- c. Special events.
- d. Community relations.

Answer:

15. are the strategies associated with developing positive relations between an organization and its publics:

- a. Organizational relations.
- b. Community relations.
- c. Public relations.
- d. Client relations.

Answer:

16. The following are the main variables which have been used to explain why certain stakeholders become active in certain situations, EXCEPT:

- a. Level of uncertainty.
- b. Level of involvement.
- c. Problem recognition.
- d. Constraint recognition.

Answer:

- تنبيه مهم جدا للطلاب:
- مجموعة الأسئلة السابقة هي عينة إسترشادية ولا تغطي كل تفاصيل الموضوعات.
على الطلاب ضرورة مراجعة التالي:
- 1- مجموعة الشرائح التي تم رفعها على المنصة عن كل الموضوعات.
 - 2- مجموعة المحاضرات والمرجع المقرر.

تطبيقات إضافية لمادة العلاقات العامة إدارة الأعمال إنجليزي

ثانيا: تطبيقات محلولة:

Multiple-Choice Questions:

1. Press releases, sponsorships, special events and web pages are part of:
 - a. Direct marketing.
 - b. Public relations. B
 - c. Advertising.
 - d. Event management.
2. Which of the following is Not a function of public relations department:
 - a. Marketing. A
 - b. Product publicity.
 - c. Lobbying.
 - d. Counselling.
3. Which of the five major promotion tools includes building up a positive corporate image and handling unfavorable stories and events:
 - a. Sales promotion.
 - b. Personal selling.
 - c. Public relations. C
 - d. Direct marketing.
4. Lobbying, or building and maintain relations with legislators and governmental officials to influence legislations and regulations is a part of:
 - a. Pres relations.
 - b. Public relations. B
 - c. Press agencies relations.
 - d. All the above.

5. Which of the following function is least likely to be performed by a public relations department?
 - a. Media vehicle selection. A
 - b. Product publicity.
 - c. Investor relations.
 - d. Public affairs.
6. Why is public relations often overlooked as a tool for supporting product marketing objectives?
 - a. Public relations departments are typically small divisions within corporations.
 - b. The time and costs associated with public relations can be prohibitive.
 - c. public relations specialists lack the skills necessary to work with marketing experts.
 - d. Many public relations professionals see their jobs as imply communicating, but necessarily brand building. D
7. Logos, uniforms, brochures and company trucks are all examples of that can be used to help a company creates a visual image for the public:
 - a. Direct marketing.
 - b. Social marketing.
 - c. Public service activities.
 - d. Corporate identity materials. D
8. News conferences, press tours, grand openings are examples of, one of the tools commonly used by public relations professionals.
 - a. Public service activities.
 - b. Special events. B
 - c. Media relations.
 - d. Social marketing.

9. Public relations use the external communications prepared by corporate communicators to generate a of the company:
- Positive image. A
 - Mobile image.
 - mutual image.
 - All the above.
10. Is a deliberate attempt on the part of public relations practitioners to influence the public:
- Propaganda.
 - Publicity.
 - Persuasion. C
 - Positive image.
11. is the ongoing use of two-way communication to develop, maintain and sustain positive relationships with the public:
- Public relations. A
 - Consumer relations.
 - Community relations
 - None of the above.
12. are strategies that associated with developing positive relationships between an organization and its public:
- Public relations.
 - Community relations. B
 - Consumer relations.
 - Media.
13. In public relations, deals with an organization's ability to satisfy and create a positive experience for its consumers.
- A. community relations.
 - Employee relations.
 - Consumer relations. C
 - Public issues.

14. A Campaign occurs when people from two or more opposing sides of an argument have emotional convictions about a decision that has the power to impact their lives:
- a. Public issue. A
 - b. Public relations.
 - c. Consumer relations.
 - d. Media relations.
15. Which specialty is Not one of the major specialties in corporate public relations:
- a. Media relations.
 - b. Staff relations. B
 - c. Investor relations.
 - d. Government relations.
16. Elements of issues management include all the following, Except:
- a. Anticipated issues that are a year or more away.
 - b. Impact of external factors.
 - c. Impact of internal factors.
 - d. Bottom-line orientation. D
17. Public relations can be defined as:
- a. A collection of techniques for persuading people to buy products.
 - b. A collection of techniques for persuading news organizations to give space on time to people or products that are not inherently newsworthy.
 - c. A planned and continuous communication to provide information about an organization, issue or products to the publics. C
 - d. A planned and continuous communication to obscure the inadequacies of an organization or product.

18. As part of its management function, public relations practitioners might:
- a. Develop new products.
 - b. Layout sale advertising.
 - c. Determine employee salary ranges.
 - d. Assist in influencing or changing public policy. D
19. A public is defined as a group of individuals or organizations, who:
- a. Work for the same company.
 - b. Have a relationship with an organization. B
 - c. Use the same products.
 - d. Are boycotting a n organization.
20. Public relations, advertising and marketingare terms:
- a. Interchangeable.
 - b. Distinctly different. B
 - c. Synonymous.
 - d. All the above.
21. foster public understanding about the organization's values and beliefs:
- a. Employee relations.
 - b. Media relations. B
 - c. Propaganda.
 - d. Publicity.
22. Building effective..... is important for a company as it meets the purpose of disseminating knowledge:
- a. Media relations. A
 - b. Government relations.
 - c. Investors relations.
 - d. Employee relations.

23. Public relation is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public:
- Media.
 - Publics. B
 - Community.
 - Sponsors.
24. What is the key difference between public relations and advertising:
- Public relations is a form of mass communication, while advertising is not.
 - Public relations control its media space, while advertising does not.
 - Public relations manage experiences, while advertising does not.
 - Public relations reveal flaws, while advertising does not. D
25. Which of the following summarizes the role of public relations in society:
- To build beneficial relationships between organizations and society. A
 - To consider the role of publicity and advertising in organizations.
 - To minimize the impact of negative publicity generated by members of the organizations.
 - To ensure that organizations are operating profitably and ethically.
26. Which of the following is Not an objective for a public relation person?
- Message modification. A
 - Message exposure.
 - Accurate dissemination of the message.
 - Attitude change.

27. Public relations use external communication prepared by corporate communicators to generate of the company:
- Cooperative image.
 - Positive image. B
 - Mutual image.
 - Proactive image.
28. News conference, press tours and grand openings are examples ofone of the tools commonly used by public relations professionals:
- Special events. A
 - Social networking.
 - Media relations.
 - Public activities.
29.use several tools including the news, speeches, corporate identity materials, and special events:
- Advertising agencies.
 - Media planners.
 - Public relations professionals. C
 - Advertising specialists.
30. Lobbying, building and maintaining relations with legislators, and government officials used to influence legislation and regulation is a part of:
- Public relations. A
 - Press relations.
 - Press agencies.
 - All the above.
31. Which of the following four major promotion tools includes building up a positive corporate image and handling unfavorable stories and events:
- Propaganda.
 - Public relations. B
 - E. marketing.
 - Issues management.

32. What is the crucial function of a public relations agency?
- Strategy planning.
 - Key messaging.
 - Media relations.
 - All the above. D
33. Compared to other marketing communications, public relations is the:
- Best for generating trust and confidence. A
 - Best for compensating employees.
 - Both a and b.
 - None of these.
34. Which of the following is Not a function of public relations practice in organizations?
- Responsibility of establishing relationship between an organization and its constituent public group.
 - Evaluate and measure the impact the organizational policies, procedures and actions on various publics.
 - Publicizing directly with an aim to achieve sales targets. C
 - Advice on presentation of the public image of an organization.
35. One of the following is an important characteristic of the public relations:
- Keep the business in the spotlight.
 - Designing an effective advertising campaign.
 - Strengthening credibility and enhance the businesses image. C
 - Control the information released.
36. What is an example of public relations?
- Sponsoring events.
 - Awarding scholarships to local high scholars.
 - Donating equipment for public use.
 - All of the above. D

37. What is nature of challenge facing the public relations?
- Dynamic.
 - Conflicting.
 - Strategic.
 - Multifaceted. D
38. The main activities of public relations are:
- Exhibitions, and publicity.
 - Lobbying and literature.
 - Sponsorship and publicity. C
 - Publicity and events management.
39. Which of the following promotional tools can reach many prospects who otherwise avoid salespeople and is received as news rather than as sales-directed communication?
- Advertising.
 - Personal selling.
 - Public relations. C
 - Publicity.
40. A promotional tool that marketers tend to underuse or use only as an afterthought is best described as being which of the following:
- Public relations. A
 - Sales promotion.
 - Advertising.
 - Personal selling.
41. Why is public relation often overlooked as a tool for supporting product marketing objectives?
- Public relations departments are typically small divisions.
 - The time and costs associated with public relations can be prohibitive.
 - Public relations specialists lack the skills necessary to work with marketing experts.
 - Many public relations professionals see their jobs as simply communicating, not necessarily brand building. D

42. Which of the following functions least likely to be performed by a public relations department?
- a. Product publicity.
 - b. Media vehicle selection. B
 - c. Public affairs.
 - d. Investor relations.
43. Which of the following is the basic responsibility of a public relations department?
- a. Writing and distributing news releases, photographic and feature articles to the press, and compiling press list. A
 - b. Handling public relations sponsorships.
 - c. Attendance at sales and dealer conference.
 - d. Training public relations staff.
44. consists of short-term schemes, usually at the point of sales, but also in direct response marketing, to launch products or to increase sales:
- a. Sales promotion. A
 - b. Advertising.
 - c. Public relations.
 - d. Publicity.
45. Why public relations is necessary for the political aspects of lobbying, political communication and fund raising?
- a. It brings up questions of ethics. A
 - b. It ensures effective messaging.
 - c. It creates larger opportunities.
 - d. It provides official regulations.