

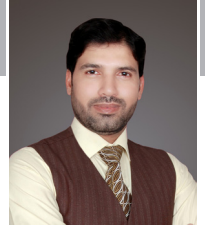
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Fall 2016

- 1 Electronic mass media include:
 - ✓ Television
 - ☐ Magazines
 - ☐ Books
 - ☐ All of the given options
- 2 Whose responsibility is to inform all publics about the organization's policies, activities, products, services & personnel?
 - ✓ PR Manger
 - ☐ Press Officer
 - ☐ Photographer
 - ☐ Secretary
- 3 In 7-point formula of writing news release, which of the following question is answered under the heading of 'Application'?
 - ☐ What is the name of Organization?
 - ☐ What is the story about?
 - ☐ Where is the organization located?
 - ✓ What are the uses & who are the users?
- 4 All are Principles of Good Press Relations EXCEPT:
 - ☐ Maintain 2 ways relationship
 - ☐ Establish reputation of reliability
 - ☐ Provide good copy
 - ✓ Avoid Building Personal rapport with the Media
- 5 Print media include:
 - ☐ Television
 - ✓ Magazines
 - ☐ Radio
 - ☐ Exhibitions
- 6 The size of a PR department depends upon:
 - ☐ Size of the organization
 - ☐ Value placed on PR by management
 - ☐ Special PR requirements of the organization
 - ✓ All of the given options
- 7 According to "Reuel Elton" Trade Association does not coerce, -----.
 - ☐ It intimates
 - ✓ It persuades
 - ☐ It fabricates
 - ☐ It propagates



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- 8 As a practitioner, if you do not know the answer to a reporter's question, you should:
- ☒ Give the reporter other information you are certain is correct.
 - ☒ Say that the information is "off the record" and will be disseminated later.
 - ✓ Say "I don't know" and promise to provide the information later.
 - ☒ Say "no comment," rather than look like you don't know.
- 9 The hallmark of good PR policy is to attract and achieve the goodwill of:
- ☒ Press
 - ☒ Government
 - ✓ Concerned public
 - ☒ Politicians
- 10 Personal letters, direct correspondence, mailing information all are examples of:
- ☒ Press Releases
 - ☒ House Journals
 - ☒ Exhibitions
 - ✓ Direct Mails
- 11 What should not be followed to avoid wasteful distribution of pictures?
- ☒ Pictures should be sent to only those publications that are likely to print them.
 - ☒ Editors may be phoned & asked if they would like a picture to be printed with the story.
 - ☒ Pictures can be reproduced on the news release, & editors invited to request prints.
 - ✓ Color pictures should be given always even if it is not requested by the editor.
- 12 Identity logo represents a communication made by:
- ☒ Words
 - ✓ Symbols
 - ☒ Actions
 - ☒ None of the given options
- 13 Company newsletters fall in the category of:
- ☒ Newspapers
 - ☒ Magazines
 - ✓ House journal
 - ☒ Radio



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- 14 What type of government must report its activities to the citizens?
- ☒ Democratic
 - ☒ Dictatorial
 - ☒ Autocratic
 - ☒ None of the given options
- 15 Which of the following is the basic responsibility of a PR DEPARTMENT?
- ☒ Writing and distributing news releases, photographs & feature articles to the press, compiling press list.
 - ☒ Handling PR sponsorships.
 - ☒ Attendance at sales and dealer conferences.
 - ☒ Training PR staff.
- 16 Effective means of strategy to counter crisis belongs to:
- ☒ 4C's
 - ☒ 5C's
 - ☒ 6C's
 - ☒ 7C's
- 17 The objective of Public Relation is to create:
- ☒ Misunderstanding
 - ☒ Publicity
 - ☒ Propaganda
 - ☒ Knowledge and understanding
- 18 In PR, the people you have to do business with like employees, investors, suppliers, customers are called your
- ☒ Community
 - ☒ Publics
 - ☒ Peers
 - ☒ Subordinates
- 19 In TV/Radio PR, it is good to:
- ☒ Participate in a noble cause.
 - ☒ Avoid participating in a noble cause.
 - ☒ Participate in a noble cause only when it is beneficial for company.
 - ☒ All of the given options
- 20 In defining PR, P better stands for which of the following?
- ☒ Peace for public
 - ☒ Performance for public
 - ☒ Perfection for public
 - ☒ Patience for public



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- 21 A research instrument consisting of a series of questions mostly close ended for the purpose of gathering written information from respondents is called
- ✓ Questionnaire
 - ☒ Interview
 - ☒ Focus group
 - ☒ Feedback form
- 22 Which of the following tip a PR practitioner should not take into consideration while giving interviews?
- ☒ Participate in Q&A session
 - ☒ Arrive early
 - ☒ Be appropriately dressed
 - ✓ Always lead answers to more questions
- 23 Which is a controlled medium?
- ☒ Newspapers
 - ✓ Organizational Web site
 - ☒ Television
 - ☒ Radio
- 24 In defining PR, R better stands for which of the following?
- ✓ Results against relations
 - ☒ Reservations against relations
 - ☒ Reality against relations
 - ☒ Race against relations
- 25 What are the don'ts of writing good press release?
- ☒ Don't use superlatives
 - ☒ Don't use vague generalizations
 - ☒ Don't use clichés
 - ✓ All of the given options
- 26 Which of the following options is commonly used term for computer-generated printed materials such as newsletters and brochures?
- ☒ Crisis management
 - ☒ Corporate identity
 - ☒ Parliamentary liaison
 - ✓ Desk top publishing
- 27 Company newsletters fall in the category of?
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 - ✓ House Journal
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- 28 Company newsletters fall in the category of?
- ☐ Newspapers
 - ☐ Magazines
 - ☒ House Journal
 - ☐ Radio
- 29 In elements of a PR budget, labor includes:
- ☐ Sponsorship
 - ☒ Salary
 - ☐ Income
 - ☐ Profit
- 30 All should be the part of an annual report EXCEPT:
- ☐ An attractive & distinctive cover
 - ☐ An inviting design that helps reader get the main message
 - ☒ A big photograph of PR practitioner
 - ☐ Identification of members of the Board of Directors
- 31 In the early days of human civilization, which of the following PR tolls were used?
- ☒ Pictograms
 - ☐ Newspapers
 - ☐ Press Releases
 - ☐ All of the given options
- 32 What should be the maximum length of a press release?
- ☐ Two pages
 - ☐ Not more than one and a half page
 - ☒ Not more that one page
 - ☐ None of the given options



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- 1 The last step in 4 step problem solving process is:
 - ☒ Planning & Programmino
 - ☒ Defining the problem
 - ☒ Taking action & communicating
 - ✓ Evaluating the program

- 2 Public Relation is involved in Sponsorship:
 - ☒ To enter a new segment of market
 - ☒ To Increase familiarity with your name
 - ☒ To improve customer relations
 - ✓ All of the given options

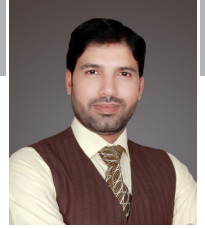
- 3 Which of the following is the most important consideration when choosing an event to sponsor?
 - ✓ Consistency in the association between the event and the company's product
 - ☒ The length of the event
 - ☒ When the event occurs
 - ☒ The specicic name of the event

- 4 Community public relation include all EXCEPT:
 - ☒ Understanding the community
 - ☒ Organizing to fit the community relationship needs.
 - ✓ Hiding from community about what you are doing
 - ☒ Conducting the business in tune with the community

- 5 Upward communication flows from:
 - ☒ Superiors to subordinates
 - ✓ Subordinates to superiors
 - ☒ GOD to man
 - ☒ One employ to other

- 6 The medium used by the sender for transmitting the message to the receiver is called as:
 - ☒ Noise
 - ☒ Feedback
 - ☒ Coding
 - ✓ Channel

- 7 A PR counsel should have:
 - ☒ Man with extensive training
 - ☒ Man with good judgment
 - ☒ Man with the ability to think in sharp, logical patterns



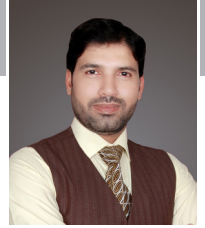
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- 8 Sponsorship refers to:
- ✓ Practice of a company funding the making of a program in order to entertain an audience and sell a product.
 - ☒ Management process responsible for identifying, anticipating and satisfying customer requirements profitably.
 - ☒ A planned & sustained effort to establish and maintain mutual understanding between an organization & its publics
 - ☒ A set of information that is spread for the purpose of promoting some cause.
- 9 Advertising in PR is:
- ☒ Essential to create relationship
 - ✓ Essential to the sale of vast quantities of goods produced
 - ☒ Essential to publish a house journal
 - ☒ Not essential in anyway
- 10 All are the objectives of a PR in a utility company EXCEPT:
- ☒ The utility company is well managed & efficiently run.
 - ☒ The company is always striving to improve its services.
 - ☒ Its rates are fair.
 - ✓ It hides the business information from its employees.
- 11 Who is the backbone of company?
- ✓ Employees
 - ☒ PRO
 - ☒ Marketing Manager
 - ☒ Chairman
- 12 What is the importance of community public relations?
- ☒ It makes friends.
 - ☒ It helps the welfare of your employees
 - ☒ It is social obligation of modern day business
 - ✓ All of the given options
- 13 Communication made by words include:
- ☒ Printed words
 - ☒ Spoken words
 - ☒ Written words
 - ✓ All of the given options
- 14 Among the 4 P's of marketing, Place refers to:
- ☒ The factor determining the role in the promotion of the product
 - ✓ The location of origin and the territory of marketing
 - ☒ The position of product among its competitors
 - ☒ None of the given options



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- 15 Is used to denote a specially styled company name designed as part of a corporate image
- ☒ Slogan
 - ✓ Logo
 - ☒ Caption
 - ☒ House journal
- 16 What type of government must report its activities to the citizens?
- ✓ Democratic
 - ☒ Dictatorial
 - ☒ Autocratic
 - ☒ None of the given options
- 17 Identify the 'C' described in the given statement amongst the 7C's of PR "Message must be put in simple words"
- ☒ Credibility
 - ☒ Context
 - ✓ Clarity
 - ☒ Channels
- 18 Without captions the recipient does not know:
- ☒ What is the picture about?
 - ☒ Who sent it?
 - ☒ Who owns the copyrights?
 - ✓ All of the given options
- 19 Marketing refers to:
- ✓ Management process responsible for identifying, anticipating and satisfying customer requirements profitably.
 - ☒ A planned & sustained effort to establish and maintain mutual understanding between an organization & its publics.
 - ☒ A set of information that is spread for the purpose of promoting some cause.
 - ☒ None of the given options
- 20 Signature file refers to:
- ☒ A file carrying the personal record of a person.
 - ✓ A personal footer that can be automatically attached to e-mail.
 - ☒ A pending document in the wait of signatures from boss
 - ☒ None of the given options



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- 21 Which of the following term refers the people who sell your products or service?
- ✓ Trade
 - ☐ Buyers
 - ☐ Users
 - ☐ Server
- 22 All are included in 4 P's of marketing EXCEPT:
- ☐ Product
 - ☐ Place
 - ☐ Price
 - ✓ Performance
- 23 Without giving captions to the photographs, the recipients can not know
- ☐ What is the picture about?
 - ☐ Who sent it?
 - ☐ Who owns the copyrights?
 - ✓ All of the given options
- 24 What should not be followed to avoid wasteful distribution of pictures?
- ☐ Pictures should be sent to only those publications that are likely to print them
 - ☐ Editors may be phoned & asked if they would like a picture to be printed with the story
 - ☐ Pictures can be reproduced on the views release, & editors invited to request prints
 - ✓ Color pictures should be given always even if it is not requested by the editor
- 25 While using TV monitors for Presentation, use at least_____ screen.
- ☐ 14 inch
 - ☐ 21 inch
 - ✓ 30 inch
 - ☐ 48 inch
- 26 Which of the following is a short piece of text under a picture in a newspaper, which describes the picture or explains what the people in it are doing or saying?
- ☐ Index
 - ☐ Byline
 - ✓ Caption
 - ☐ Print line
- 27 Among the 4 P's of marketing, Price is determined keeping in mind all Except:
- ☐ Market trend
 - ☐ Acceptability
 - ☐ Prevalent competition
 - ✓ World economic conditions



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- 28 The last step in 4 step problem solving process is:
- ☒ Planning & Programming
 - ☒ Defining the problem
 - ☒ Taking action & communicating
 - ✓ Evaluating the program
- 29 E-newspapers are read through:
- ☒ Television
 - ✓ Internet
 - ☒ CDs
 - ☒ All of the given options
- 30 PR should be ----- in the effort to enhance goodwill.
- ☒ Offensive
 - ☒ Defensive
 - ✓ Positive
 - ☒ Negative
- 31 The word Publics is generally synonymous to customers for:
- ✓ Utility companies
 - ☒ Educational organizations
 - ☒ Non-profit organizations
 - ☒ Political parties
- 32 Government public relation ensures that a democratic government must report its activities to the:
- ☒ Ministers
 - ☒ Beurocracy
 - ✓ Citizens
 - ☒ Opinion leaders
- 33 E-PR refers to Public Relations done through
- ☒ TV
 - ☒ Newspaper
 - ☒ Radio
 - ✓ Internet
- 34 Preparation of annual reports is an important role of:
- ☒ Government PR
 - ✓ Financial PR
 - ☒ PR for NPO's
 - ☒ All of the given options



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- 35 Corporate identity is _____ in nature.
- ☒ Mental
 - ✓ Physical
 - ☒ Super natural
 - ☒ None of the given options
- 36 The abbreviation 'WWW' is relevant to which of the following medium?
- ☒ TV
 - ☒ Newspaper
 - ✓ Internet
 - ☒ Radio
- 37 PR practitioner of an educational institutions should have all EXCEPT:
- ☒ Possess integrity, strength of character & good judgment
 - ☒ Know how to plumb & judge public opinion
 - ☒ Have a strong desire to help and understand people
 - ✓ Have the ability to create misunderstandings
- 38 Jamat-e-Islami is the political party of pakistan, which is based on:
- ☒ Democracy
 - ✓ Religion
 - ☒ Liberalism
- 39 E-Press release should stat with a bold heading:
- ☒ Attention Please
 - ✓ For Immediate Release
 - ☒ Important Announcement
 - ☒ Private and Confidential
- 40 According to a popular phrase, "_____ speak louder than words".
- ✓ Actions
 - ☒ PRO
 - ☒ Deeds
 - ☒ Leaders
- 41 The advantages of using Television as a channel of communication include:
- ☒ Huge audiences
 - ☒ Good product identification
 - ☒ Popular medium
 - ✓ All of the given options



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- 42 Corporate image is _____ in nature
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 - ☒ Physical
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- 43 Advertising in PR is:
- ☒ Essential to create relationship
 - ✓ Essential to the sale of vast quantities of goods produced
 - ☒ Essential to publish a house journal
 - ☒ Not essential in anyway
- 44 PTV is an example of:
- ✓ State owned electronic media
 - ☒ Privately run electronic media
 - ☒ State owned print media
 - ☒ Semi-private media
- 45 The components of corporate identity include:
- ☒ Logo
 - ☒ Color
 - ☒ Special typeface
 - ✓ All of the given options



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 - ☒ Perfection for public
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 - ☒ Size of the organization
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 - ☒ Special PR requirements of the organization
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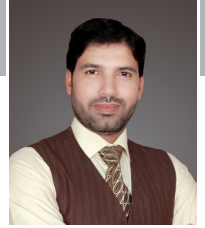
- 3 Personal letters, direct correspondence, mailing information all are examples of:
 - ☒ Press Release
 - ☒ House Journals
 - ☒ Exhibition
 - ✓ Direct Mails

- 4 Last paragraph of a news release should have all EXCEPT:
 - ☒ Full name of the organization
 - ☒ Address
 - ☒ Telephone Numbers
 - ✓ Logo

- 5 In defining PR, R better stands for which of the following?
 - ✓ Results against relations
 - ☒ Reservation against relation
 - ☒ Reality against relation
 - ☒ Race against relation

- 6 Who is known as a Father of Public Relation?
 - ☒ Quentin Bell
 - ✓ Edward Burneys
 - ☒ Marconi
 - ☒ Dennis Mcquail

- 7 consists of short term schemes, usually at the point of sales, but also in direct response marketing, to launch products or to revive on increase sales.
 - ☒ Sales promotion
 - ☒ Advertising
 - ☒ Public Relations
 - ☒ Propaganda



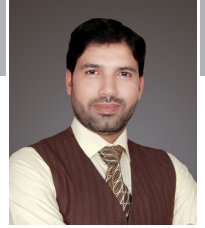
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- ☐ Community
 - ☒ Publics
 - ☐ Peers
 - ☐ Subordinates
- 11 Whenever a company has something special to announce for its public, it arranges:
- ☐ Cultural shows
 - ☐ Concerts
 - ☒ Press conference
 - ☐ Company meeting
- 12 To attract and achieve the goodwill of concerned public is the hallmark of effective:
- ☐ Advertising Campaign
 - ☒ PR policy
 - ☐ Propaganda
 - ☐ None of the given option
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- 15 The opening paragraph of a press release should give:
- ☒ Summary of the whole story
 - ☒ Brief name of the organization
 - ☒ Subject in first few words.
 - ✓ All of the given option
- 16 What is the status of advertising in Public relations?
- ☒ Advertising is similar to PR
 - ☒ Advertising is a bigger activity than PR
 - ✓ Advertising is a tool in PR
 - ☒ All of the given option
- 17 What happens if we do not define Publics before going through a PR plan?
- ☒ Efforts & funds will be scattered indiscriminately in the attempt to reach too many publics
 - ☒ The same message will be issued irrespective of its suitability for different groups of people
 - ☒ Work would not be timed to make the most cost effective use of working hours, materials & equipment.
 - ✓ All of the given option.
- 18 All are the examples of PR public EXCEPT:
- ☒ The community
 - ☒ Employees
 - ☒ Distributors
 - ✓ News reporters
- 19 The first major revolution in PR is:
- ✓ Newspapers
 - ☒ Advertising
 - ☒ Marketing
 - ☒ Magazines
- 20 All are examples of Miscellaneous media EXCEPT:
- ☒ Exhibition
 - ☒ Air balloons & ships
 - ☒ Electronic Bill Boards
 - ✓ House Journals
- 21 Second step in the Six-Points PR planning Model is
- ☒ Appreciation of the situation
 - ☒ Definition of Publics
 - ✓ Definition of Objectives
 - ☒ Assessments of results



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- 22 Public Relation manger should be :
- ☒ Highly sensitive to the thoughts and feelings of other persons.
 - ☒ Forgetting his personals reactions and beliefs.
 - ☒ Concentrate his efforts on finding desirable ways and means of getting his viewpoints presented effectively
 - ✓ All of the given option
- 23 Which of the following is NOT an ingredient of a good press release?
- ☒ Short paragraph
 - ☒ Short sentences
 - ✓ Difficult words
 - ☒ None of the given option
- 24 Which is controlled medium?
- ☒ Newspapers
 - ✓ Organization web sites
 - ☒ Television
 - ☒ Radio
- 25 Which of the following is the basic responsibility of a PR DEPARTEMENT?
- ✓ Writing and distributing news releases, photographs & feature articles to the press, compiling press list.
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- 26 Whose responsibility is to inform all publics about the organization policies, activities, service , & personals?
- ✓ PR Manager
 - ☒ Press officer
 - ☒ Photographer
 - ☒ Secretary
- 27 The term "internal publics: means:
- ☒ Shareholders
 - ✓ Employees
 - ☒ Investors
 - ☒ Supervisors
- 28 In the early days of human civilization, which of the following PR tools were used?
- ✓ Pictograms
 - ☒ Newspapers
 - ☒ Press Releases
 - ☒ All of the given option



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- 1 The medium used by the sender for transmitting the message to the receiver is called as:
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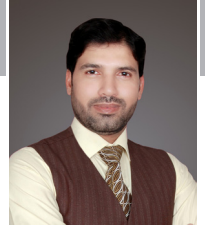
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 - ☒ Autocratic
 - ☒ None of the given option

- 5 In elements of a PR budget, Office overhead include:
 - ☒ Salaries
 - ✓ Building Rent
 - ☒ Stationary
 - ☒ Expenses of Organizing PR events

- 6 Community public relations include all EXCEPT:
 - ☒ Understanding the community
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 - ✓ High from community about what you are doing.
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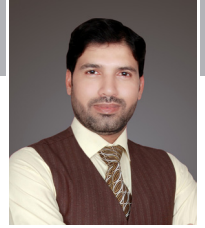
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- 8 A branch of social sciences which uses scientific to collect information about markets for goods & services known as:
- ✓ Marketing research
 - ☒ Marketing process
 - ☒ Marketing planning
 - ☒ Marketing strategies
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- ☒ Ministers
 - ☒ Beurocracy
 - ✓ Citizens
 - ☒ Opinion leaders
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 - ☒ 5C's
 - ☒ 6C's
 - ✓ 7C's
- 15 Identity logo represents a communication made by:
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 - ✓ Symbols
 - ☒ Actions
 - ☒ None of the given option
- 16 All the things should be considered for a good presentation EXCEPT:
- ✓ Tea arrangements
 - ☒ Duration of presentation
 - ☒ Rehearsals
 - ☒ Venue
- 17 All should be part of an annual report EXCEPT:
- ☒ An attractive & distinctive cover
 - ☒ An inviting design that helps reader get main message
 - ✓ A big photograph of PR practitioner
 - ☒ Identification of members of the Board of directors
- 18 The university Book Shop selects 200 of its more than 8,000 customers to participate in a study on service quality in the shop. The Book Shop has established a.....for use in its research.
- ☒ Population
 - ☒ Field setting
 - ☒ Dependent grouping
 - ✓ Sample
- 19 What is the importance of community public relations?
- ☒ It makes friends
 - ☒ It helps the welfare of your employee
 - ☒ It is social Obligation of modern day business
 - ✓ All of the given options
- 20 InTV/Radio PR, it is good to:
- ✓ Participate in a noble cause
 - ☒ Avoid participating in a noble cause
 - ☒ Participate in a noble cause only when it is beneficial for company
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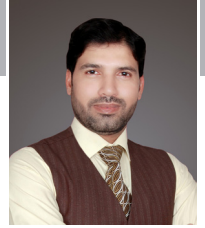
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- ☒ Posses integrity, strength of character & good judgment
 - ☒ Know how to plumb & judge public opinion .
 - ☒ Have a strong desire to help and understand people
 - ✓ Have the ability to create misunderstanding
- 22 PR solves problems on the principle of "Learn-Feel-Do". What kind of change is involved in Feel?
- ✓ Opinion Change
 - ☒ Societal Change
 - ☒ Behavioral Change
 - ☒ Personality Change
- 23 Preparation of annual report is an important role of:
- ☒ Government PR
 - ✓ Financial PR
 - ☒ PR for NPO's
 - ☒ All of the given option
- 24 Mian Aslam is running for Parliament in the General Election. He needs to know the intended choices of the voters and will undertake a survey. All the voters on the Electoral Register in his constituency would be the called.....
- ☒ Sample
 - ☒ Dependent variable
 - ✓ Population
 - ☒ Independent variable



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- 1 Which of the following factor helps to understand, where the company is misunderstood and where its policies and actions are creating unfavorable opinion?
 - ✓ Determining the attitude of the public.
 - ☒ Determining the Bank balance of the public.
 - ☒ Determining the family background of the public.
 - ☒ All of the given options
- 2 A PR Practitioner is supposed to perform every role except
 - ☒ Communicator
 - ☒ Advisor
 - ☒ Campaign planner
 - ✓ Propagandist
- 3 Public Relations is important for a company to:
 - ☒ Remain in business
 - ☒ To work proficiently
 - ☒ To give good results based on public feed back
 - ✓ All of the given options
- 4 In 7-point formula of writing news release, which of the following question is answered under the heading of 'Application'?
 - ☒ What is the name of Organization?
 - ☒ What is the story about?
 - ☒ Where is the organization located?
 - ✓ What are the uses & who are the users?
- 5 PR solves problems on the principle of "Learn -Feel Do". What kind of change the last action 'Do' involves?
 - ☒ Opinion Change
 - ☒ Societal Change
 - ✓ Behavioral Change
 - ☒ Cognitive change
- 6 Which of the following is the management process responsible for identifying, anticipating and satisfying customer requirements profitably?
 - ☒ Human resource management
 - ✓ Marketing
 - ☒ Financial management
 - ☒ Sales Promotion



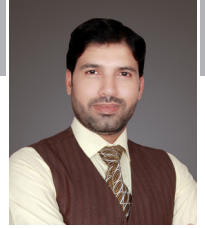
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- 7 Which of the following point (s) should Not be kept in mind while working with newspaper media?
- ☒ Editorial Policy.
 - ☒ Circulation Area.
 - ☒ Readership Profile
 - ✓ Owner of the Newspaper
- 8 Who should Not be a PR Counsel?
- ☒ Man with extensive training
 - ✓ Man with short temper
 - ☒ Man with the ability to think in sharp, logical patterns.
 - ☒ Man with Ability to express himself clearly, both orally & in writing.
- 9 The statement "Using website to keep information available" belongs to :
- ☒ Video magazine
 - ✓ E-Newspaper
 - ☒ Notice board
 - ☒ Press release
- 10 Who is Not an opinion leader?
- ☒ Imam Masjid
 - ☒ Political Leader
 - ✓ Shop keeper
 - ☒ Union Leader
- 11 All should be followed in TV/Radio PR except
- ☒ Officials should be freely available
 - ☒ Make your talent available to perform
 - ☒ Welcome newcomers to the community
 - ✓ Avoid participating in a noble cause
- 12 Which among the following is a skill of PR?
- ☒ Short reports
 - ☒ Memo
 - ☒ Lists to break monotony
 - ✓ Media Interview
- 13 All are requirements of public relations; except
- ☒ How to tell a story with pictures
 - ☒ The sort of pictures editors want
 - ✓ How to work with a photographer
 - ☒ To build a photographic library



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- 14 Which among the following is important in PR of utility companies?
- ☒ Sponsorship
 - ☒ Publicity
 - ✓ Advertising
 - ☒ Sales promotion
- 15 Which one of the followings is NOT a task of public relations?
- ✓ Helping with physical arrangements
 - ☒ Creating handouts & other on site communications
 - ☒ Assisting with tours & souvenirs
 - ☒ Making of budget
- 16 Which is an easy and appropriate method to identify priority publics?
- ☒ Campaign
 - ☒ Planning
 - ☒ Advertising
 - ✓ Publicity
- 17 Which among of the following is a part of corporate identity?
- ☒ Paint on vehicles & other forms of transportation
 - ☒ All stationery, invoices, business cards, letterhead etc
 - ☒ Name displays on factories, head office buildings etc.
 - ✓ All of the above options
- 18 Which among the following is public of house journal?
- ☒ Patrons
 - ☒ Customers
 - ☒ Opinion
 - ✓ All of the above options
- 19 The photogravure printing produces a photographic image composed of:
- ✓ Fine lines
 - ☒ Fines dots
 - ☒ Irregular lines
 - ☒ Irregular dots
- 20 Which of the following statement is correct about the message appeals to change consumer behavior?
- ✓ Unpleasant appeals can be learned as readily as pleasant ones.
 - ☒ Unpleasant appeals are never remembered.
 - ☒ Unpleasant appeals are better remembered.
 - ☒ It is better use unpleasant appeals than Pleasants one.



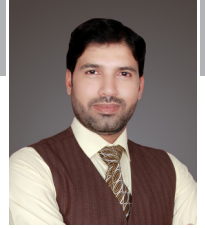
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- 21 According to principle of consumer behavior unique messages are:
- ☒ Less Remembered
 - ☒ Better Remembered
 - ☒ Never Remembered
 - ☒ Always Rejected
- 22 The objectives of a newsletter include:
- ☒ Entertainment
 - ☒ Information
 - ☒ Persuasion
 - ☒ All of given option
- 23 _____ Involves inciting to riot or some other form of violence against the government
- ☒ Civil libel
 - ☒ Criminal libel
 - ☒ Slander
 - ☒ Public libel
- 24 A press pack may have all of the following things Except:
- ☒ Press release
 - ☒ Fact sheets
 - ☒ Captioned photographs
 - ☒ Newspaper archives
- 25 A good press release should are
- ☒ 5 Ws one H
 - ☒ 5Ws
 - ☒ 2Ws one H
 - ☒ 1W one H
- 26 Which of the following is the image of the organization itself rather than that of the product or services?
- ☒ Mirror image
 - ☒ Wish image
 - ☒ Current image
 - ☒ Corporate image
- 26 Reputation refers to:
- ☒ All impressions gained by the publics
 - ☒ Composites perception of a company. Its products & services
 - ☒ Understanding human behavior
 - ☒ None of the given option



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- 27 Slander Refers to:
- ✓ Spoken defamation
 - ☒ Printed defamation
 - ☒ Nonverbal defamation
 - ☒ All of the given option
- 28 Public Relation is involved in sponsorship:
- ☒ To enter a new segment of market
 - ☒ To increase familiarity with your name
 - ☒ To improve customer relation
 - ✓ All of the given option
- 29 E-Press release should start with a bold heading:
- ☒ Attention Please
 - ✓ For immediate release
 - ☒ Important announcement
 - ☒ Private and confidential
- 30 The Word public is generally synonymous to customers for:
- ✓ Utility companies
 - ☒ Educational Organization
 - ☒ Non-profit Organization
 - ☒ Political parties
- 31 Among the 4 P's of marketing price is determined keeping in mind all Except
- ☒ Market trend
 - ☒ Acceptability
 - ☒ Prevalent competition
 - ✓ World economic conditions
- 32 Identity logo represents a communication made by:
- ☒ Word
 - ✓ Symbols
 - ☒ Action
 - ☒ None of the given option
- 33 Communication public relations include all Except:
- ☒ Understanding the community
 - ☒ Organizing to fit the community relationship needs
 - ✓ Hiding from community about what you are doing
 - ☒ Conducting the business in tune with the community



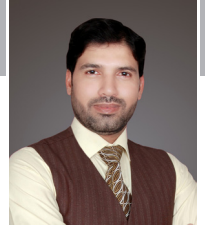
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- 34 Among the 4 P's of marketing, Place refers to:
- ☒ The factor determining the role in the promotion of the product
 - ✓ The location of origin and the territory of marketing
 - ☒ The position of products among its competitors
 - ☒ None of the given option
- 35 A PR counsel should have: (p45)
- ☒ Man with extensive training
 - ☒ Man with good judgment
 - ☒ Man with the ability to think in sharp, logical patterns
 - ✓ All of the given option
- 36 Corporate image is_____ in nature. (p48)
- ✓ Mental
 - ☒ Physical
 - ☒ Super natural
 - ☒ None of the given option
- 37 All points of news release presentation contribute to the good relationship with press EXCEPT:
- ☒ Release should be composed in the style acceptable to journalist
 - ☒ Release should be in manuscript style and not in business letter style
 - ☒ Release should be appropriate to the journals to the journals to which they are sent.
 - ✓ Release should not be sent well ahead of time of publication.
- 38 A portion of a population that is selected by some probability mechanism for the purpose of investigation the properties of the population is known as:
- ✓ Universe
 - ☒ Frame
 - ☒ Model
 - ☒ Sample
- 39 Communication through a news story regarding an organization and or its products that is transmitted through a mass medium at no charge is.....
- ☒ Advertising
 - ☒ Sales promotion
 - ☒ Personal selling
 - ✓ Publicity
- 40 For utility companies, the word Publics is generally synonymous to:
- ☒ Traders
 - ✓ Customers
 - ☒ Shareholders
 - ☒ Government



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- 41 Which of the following computer software is used for preparing slides for presentation?
- ☒ Microsoft word
 - ☒ Microsoft excel
 - ✓ Microsoft power point
 - ☒ Microsoft front page
- 42 All are Do's a crisis situation EXCEPT:
- ☒ Gather all facts
 - ☒ Only credible spokespeople to speak or talk
 - ☒ Avoid facing the media
 - ✓ Report crisis yourself
- 43 Which of the following statement is NOT correct about:
- ☒ PR is a form of communication
 - ✓ PR applies to only commercial
 - ☒ PR is as old as old is civilization
 - ☒ PR is about creating and understanding through knowledge
- 44 In order to balance organization goals with societal expectation, a public relations practitioner must:
- ☒ Practice one-way communication
 - ✓ Communicate with all relevant internal and external publics
 - ☒ Communicate with both relevant and irrelevant publics
 - ☒ Focus on external publics
- 45 Communication intended to induce belief or action is known as....
- ✓ Persuasion
 - ☒ Exposition
 - ☒ Narration
 - ☒ Description
- 46 Which of the following political party of Pakistan based on religion?
- ☒ Pakistan People's Party
 - ☒ Pakistan Muslim League
 - ✓ Jamat-e- Islami
 - ☒ National Awami League
- 47 NPO stands for:
- ✓ Nonprofit organization
 - ☒ Non provisional organization
 - ☒ Non preferable organization
 - ☒ Non promotional organizations



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- 48 Who said "A wise man will make more opportunities than he finds."
- ✓ Francis bacon
 - ☐ P.T Barnum
 - ☐ George Creel
 - ☐ Elmer Davis
- 49 All should be followed in TV/Radio PR Except:
- ☐ Officials should be freely available
 - ☐ Make your talent available to perform
 - ☐ Welcome newcomers to the community
 - ✓ Avoid participating in a noble cause
- 50 Logo is the part of:
- ✓ Corporate identity
 - ☐ Corporate Image
 - ☐ Crisis Management
 - ☐ PR Department
- 51 All of the following options are basic services of public relations EXCEPT:
- ☐ Advice & counsel
 - ☐ Communication services
 - ☐ Public relations research & analysis
 - ✓ Email services
- 52 Which among the following is Not included in printing press media?
- ☐ Newspapers
 - ☐ Magazines
 - ☐ Directories
 - ✓ Visting cards
- 53 Information about the competitors, knowledge about your product's highlights and awareness about the missing features in your product which the competitor's products have. All the knowledge is gathered at what step of PR planning model?
- ✓ Appreciation of the situation
 - ☐ Definition of objective
 - ☐ Selection of media & techniques
 - ☐ Planning if a budget
- 54 An ad's idea that grabs your attention and sticks in your memory is the:
- ☐ Strategic Plan
 - ☐ Production process
 - ☐ Goal-direction process
 - ✓ Creative concept



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- 55 Which of the following is a personal footer that can be automatically attached to e-mail?
- ☒ Cross file
 - ☒ Carbon Copy
 - ✓ ☐ Signature file
 - ☒ Mark file
- 56 Which of the following statement about Budgeting is correct?
- ☒ Ensures the positive results of the PR program
 - ✓ ☐ Controls the program cost
 - ☒ Controls the demands of laborers
 - ☒ Ends up the chances of improving a PR program

Jot down the types of House Journal ? (3 Marks)

A house journal is a medium of communication which projects the image of a company to its internal and external public to improve the goodwill. It is a newsletter or magazines, published weekly, monthly or quarterly and its distributed to its target public FREE OF CHARGE.

Types of house journals are:

1. Magazines: Size is A4 featuring articles and pintures.
2. Newspapers: Tabloid size.
3. Newsletter: Minimum 2 to 8 pages long and used for external communication.
4. Wall Newspaper: Like a poster to be used for staff communication.

Explain in detail the Publics of PR? (3 Marks)

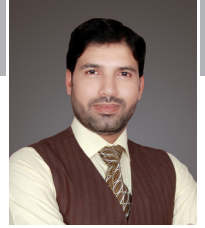
Communities of people that have a direct or indirect association with an organization is called publics. It include customers, investors, vendors, suppliers, distributers etc It has two categories:

Internal Public:

These are people employed by firm or members of an organization. They are directly related to the functions of an organization. Main function is to boost the morale of its members by providing them the right information.

External Public:

These are people in organization who are in business with company. It focus on company's values, policies, procedures towards various groups of society. It makes huge difference in terms of sales and services.



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How PR practitioner should deal the reporters? (3 Marks)

PR Practitioner is a professional whose responsibility to created awareness through information sharing and educate people. Reporters are normally well prepared and detailed people.

Following are the points to be remembered while dealing reporters:

1. Be courteous and treat them well.
2. Must be a fluent communicator
3. Know your facts properly.
4. Remember all the background information

If you are at their location than look professional, speak slowly, be calm and talk to the point while enjoy the interview.

Explain any five purposes of PR in a newspaper? (5 Marks)

Newspaper industry run like anyother business and requires a good PR. It will help to create a positive image among people to be trusted for reliable news. Below are the main purpose of PR in a newspaper:

1. To establish a goodwill of the newspaper based on credible news.
2. Newspaper advocate peoples way of life, pointing out their faults and highlighting their strenghts.
3. News coverage is unbiased and having diversity in views.
4. Promoting citizenship and loyalty.
5. Presents justice, tolerance and mutual understanding among people of different religion and background.

Explain the different techniques of public relations being used in past? (5 Marks)

Public Relation is a time consumed and earned media. It is a concept of engagement and relationship building. It has truthful information. This means in Public Relation your role is to inform educate and create understanding among people thorough knowledge.

People use pictograms (Chinese character), wall paintings, writing on stones, ancient buildings, temples and mosques. Holy books are also used to communicate and inform people about faith. Sound and music along with colors also used in communication for public relation.



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What is a Press Release?

A press release, also known as a news release... is a condensed article that is written in a journalistic format. It is not an advertisement, but can often be more powerful for delivering attention. The purpose of the press release is to highlight what is interesting and newsworthy about your company, organization, services or products. Isn't Public Relations only for large companies? Almost every business can benefit from public relations as an alternative and addition to traditional advertising... and even smallest company can seize the opportunity for potentially massive local, national or international exposure.

Isn't Public Relations expensive?

Our programs are designed to be affordable for businesses of all sizes. Our Do It Yourself Public Relations program that is available to businesses in any geographical area in the United States starts at generally less than the cost of a small advertisement.

Isn't Public Relations only for national exposure?

Local marketing exposure for national companies is one of the most overlooked areas of opportunity. Local exposure for businesses that provide products and services only in a designated local geographical area generally have an abundance of exposure opportunities available to them.

How often should we send out news releases to the media?

We suggest a minimum of a quarterly program of releases, however any newsworthy event should be considered for release. It is important to keep your name and information about your company top of mind to the news media. This helps validates you as an expert in your field and this can frequently lead to be called upon when a story about your subject is in the planning stages.

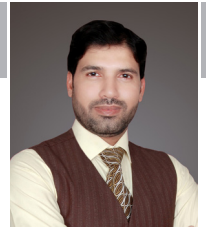
A good news release needs to be informative and include items of interest to the general public. Writing a release that sounds like an advertisement is a sure fire way to be ignored. Writing effective news releases that get attention is an art and the only way to perfect any art is through study and practice.

Can a home-based business benefit from Public Relations services?

Many of the samples of Public Relations success you see on our website have been for clients with homebased businesses. Simply contact us for a no obligation, free consultaiton to discusss your own business potential for success.

What does Public Relation accomplished?

There are many objectives that may be achieved through expert public relations activity. Any one of them, any group of them, or all of them may be the basis for accompany's public relations program. Professional public relations direct every activity toward reaching a selected objective; extraneous efforts are avoided – mere volume of press clippings is meaningless. Objectives that may be sought include: – Prestige or favorable image and its benefits. – Promotion of product and sales, idea and rewards. – Goodwill of Employees. – Prevent and solve Labor problem. – Goodwill of stock / shareholders. – Overcoming misconceptions and prejudices against the Company/ group/organization. – Goodwill of customers/consumers. – Formulation and guidance for making policies.



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How Public Relation is associated to Mass communication?

Mass communication is the term used to describe the academic study of the various means by which individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, television and film, as these are used both for disseminating news and for advertising.

Public Relation association with Mass Communications The basic difference between mass communication and Public relation is that mass communication is used to disseminate the information to a larger audience with the help of newspaper, TV and radio etc. But Public Relations is a planned and sustained effort to establish and maintain goodwill and understanding between an organization and its public. But here we can say the mass communication is a tool through which public Relations can be established and enhanced with the involvement of mass communication channels.

Why we classify public Relation?

We classify Public Relations in various institutions or organizations but the objectives of all institutions, where the need of Public Relations department is observed, are the same to build, maintain and enhance the image of organization with its key public. Their style of operation could be varying from based on the nature or classification of organization yet the basic and principal objective would remain common or same to build, maintain and enhance institution image through mutual understanding with public. We classify Public Relations because when any organization or institutions are directly or sometimes indirectly involved with public, we need an established department to create a good image of organizations among people. For instance. Some Business Corporation, education institution or religious group require public relations department to enhance and maintain organization image in eyes of public by removing misunderstanding or contradictions.

What are some examples of Public Relation in old ages?

Chinese characters are still an example of Public Relations means in old or primitive time people also used to engage in Public Relations activity through their writing, painting, and buildings pyramids etc. It means public Relation is not new but it was also practiced in old time. Chinese characters are one example of Public Relation to let student know history of Public Relations in old times. Some of the examples are given below in this regard For example people in old age practice public Relations Writings on tablets of stone, ancient buildings, pyramids, early temples, mosques, cave paintings in Zimbabwe bear pictorial messages. Holy Books also communicate and tell people about faith.

What is the difference between PR and propaganda?

Propaganda is the means of gaining support for an opinion, creed or belief. This is another form of communication & by no means PR. Successful PR must be credible, whereas propaganda is liable to invite suspicion or at least disagreement.



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What is the difference between PR and publicity?

A simple definition would explain publicity as resulting from information being made known. So as

- Publicity results from information being made known by PR plan.
- PR is very much about the behavior of individuals, organizations, products & services.
- Publicity only yields an image, subject to PR which provides adequate knowledge for that image.

What are 5 points for planning PR budget?

1. To determine, what will it cost to carry out a PR Plan.
2. What sort of plan can be carried out for a given sum of money?
3. After agreeing to a cost & Plan, budget provides a check list to tasks, to be done as per a time table.
4. Budget sets a discipline for both expenditure & over - expenditure.
5. After completion of campaign, results can be measured against the budget.

What are the principles of good public Relations?

- Maintain 2 ways Relationship.
- Establish reputation of reliability.
- Provide good copy.
- Cooperation in providing material.
- Provide Verification Facilities.
- Building Personal rapport with the Media.

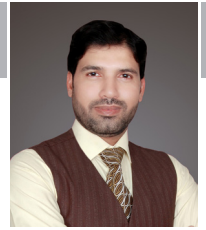
What are the 6 points good Public Relations?

A good public relations practitioner will take following six steps to maintain good relations with the press

1. He will maintain TWO ways Relationship.
2. He will by his conduct establish reputation of reliability.
3. The press will always provide good copy.
4. He will always cooperate with the press in providing material.
5. As and required he will provide Verification Facilities.
6. The PR practitioner will build personal rapport with the Media

What are the different types of house journals?

1. Magazines - - A4 size.
2. Newspapers - - like a tabloid.
3. Newsletter - - 2 to 8 pages.
4. Wall newspaper - - like a poster.



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How should the news releases be written?

The easiest way to learn how to write news release is to study newspaper reports and observe how they are written: there is a special technique. Following two fundamental characteristics will be apparent from reading newspapers:

- A. The subject is stated in the opening words.
- B. The opening paragraph is a summary of the whole story. (The 7 Point Formula
 1. Subject - What is the story about?
 2. Organization - What is the name of Organization?
 3. Location - Where is the organization located?
 4. Advantages - What is new? What are the benefits?
 5. Details – What are the colors, sizes, prices, performance figures or other details?
 6. Applications – What are the uses & who are the users?
 7. Source – Is this different from location, e.g. location might be where the work is done, source will be the head office.

What is private media?

Private Media.

1. House Journal
2. Videos
3. Slides.
4. Audio Cassettes.
5. Spoken word
6. Private exhibitions.
7. Seminars etc.
8. Educational Literature

What do you mean by different types of research?

- **Desk Research** – It is basically a study of existing statistics and survey reports.
- **Field Research** – This normally done by interviewing people 'in the field', as when interviewers contact respondents.
- **Ad hoc Research** – This means one - off surveys, complete in one project only.
- **Continuous Research** – These are the surveys carried out regularly e.g. monthly, thus recording changes or trends.



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Why is there is need of budgeting?

1. To learn what will it cost to carry out a PR Program.
2. To learn what sort of program can be carried out for a given sum of money.
3. Budgeting helps in controlling the program cost.
4. Budgeting provides a discipline for both expenditure & over- expenditure.
5. After completion of campaign, results can be measured against the budget.

How can Public Relations personnel be Prepare For Public Relations Crisis?

- Identify things that can go wrong & become highly visible, assess weaknesses throughout the organization.
- Assign priorities based on which weaknesses are most urgent & most likely.
- Draft questions, answers & resolutions for each potential crisis scenario.
- Focus on the two most important tasks – what to do & what to say – during the first critical hours following a crisis.
- Develop a strategy to contain & counteract, not react & respond.

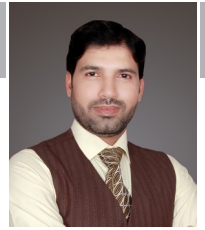
How can Public Relations personnel be prepare for Countering Crisis With Strategy.

7 C's of PR are effective means of strategy to counter crisis

1. CREDIBILITY.
2. CONTEXT.
3. CONTENT.
4. CLARITY.
5. CONTINUITY & CONSISTENCY.
6. CHANNELS.
7. CAPABILITY OF THE AUDIENCE.

What are 8 Principles Apply To Consumer Behavior?

1. Unpleasant appeals can be learned as readily as pleasant ones.
2. Appeals made over a period of time are more effective.
3. Unique messages are better remembered.
4. It is easier to recognize an appeal than to recall it.
5. Knowledge of results increases learning of a message
6. Repetition is more effective when related to satisfaction.
7. Messages are easier to learn when they do not interfere with earlier habits.
8. Learning a new pattern of behavior can interfere with remembering something else.



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Explain the two-way communication process? (3 Marks)

Public Relations and Communications are the proper ways in which you can promote your company to your target audiences and stakeholders. Two-way communication is a dialogue between sender and receiver. It builds a relationship between sender and receiver in the form of dialogue. It can further leads to discussion, decisions and establish a positive understanding and respect.

PR professional always engage with an ever-changing, ever-connected, always-informed audience, and a two-way communication build strong brands and relationships. Almost all businesses and Govt Dept rely on two-way communication systems to stay in touch with their employees, customers and target public. Some of the most common examples of two-way communication systems are the radio, telephone, Emails, Official letters, in house journals, conferences and seminars etc.

Describe the 6 points of PR planning model. (3 Marks)

Francis Jefkins presented the six point model. He says that a successful and result oriented PR program should have the following:

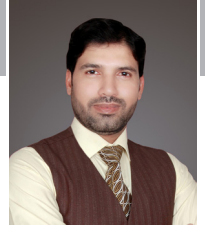
- Appreciation of the problem.
- Defining the realistic objectives.
- Defining the publics.
- Choosing the right media and techniques.
- Budget planning.
- Evaluation of results.

What Does Public Relations Accomplish?

Importance of Public Relation: Public relation is based on the universal truth that people act based on the perception they have. It's a job to manage, control and influence people's perception by creating high level interest, credibility possibly endorsed by journalist or publication. Awareness is an important goal of public relation. You make people aware of your organization, what and how it offers its services or products.

PR helps to achieve many objectives through different activities. Activities are selected based on their objectives and irrelevant efforts are avoided. Objectives that may be achieved include:

- To get favorable image or prestige.
- Increase in product sales or promotion of ideas and rewards.
- Employees goodwill.
- Prevent and solve Labor problem.
- Trust of partners, stock and shareholders.
- Clearing misconceptions and biased opinions against the organization.
- Happy and loyal customers/consumers.
- Get opinions to make policies and its formulation.
- Direct interactions with target people because of its two-way communication.



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What is the difference between Public Relations & Advertising?

"Advertising is what you pay for, publicity is what you pray for."

Public Relation is a time consumed and earned media. It is based on truthful information. This means in Public relation your role is to inform, educate and create understanding among people through knowledge. Reporters, editors write positive stories about your organization, brand or services. It appears in the editorial section of the magazine, newspaper or website.

Advertising is a paid media which focused on promotion of product or services for targeted people to buy. Paid announcements used through different types of media including online, print, TV and radio.

Till here if 3 Marks Question. If 5 marks you can add the below headlines

- Paid or Free Coverage
 - Accurate Placement
 - Controlling the Message
 - Longer Lifespan
 - Credibility
 - Writing style
 - Communication Approach
-

Till here if 5 Marks Question.

Paid or Free Coverage: The company pays for the space in advertising. In PR you get free publicity through free media exposure.

Placement: Advertisement has guaranteed placement and location because you pay for that. In PR no guarantee that when it will come in newspaper and which page.

Controlling or Influencing the Message: When you pay for the space or time slot, you have full control over the contents and your message will be presented as it is. In PR you give the story to the reporter and pursue them to publish. You do not have full control over your message.

Longer Lifespan: Advertisement will be show again and again as long as you have the space or time slot ownership. In PR it will be published only once at the same time and will not be repeated again. If you send to other newspaper houses they will not entertain as it already published before.

Credibility: Advertisement has less credibility because people knows that this advertisement is for generating sales for products or services. They perceive that the message must have some amount of bias. In PR the credibility level is high because people knows it is endorse by third party (newspaper house). The article written by journalist will be unbiased and have newsworthy element informative for the public.



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Creativity or Nose for News: Advertisement must be creative with catchy headlines, color photographs, company logo and creative design following company branding guidelines. Multiple designs can be created for multiple target audience. Creativity works differently in PR. You must have nose for news and create buzz through news. Your press release must have something new for people.

Writing Style: Advertisements use some buzz words "Buy Now" "Book Now" "Limited Offer" to attract customers. In PR you cannot use these words because your message must be informative and create awareness among people.

Communication Approach: Advertisement is a one-way communication. You tell people to act or buy their product or services. PR is based on two-way communication because you are directly interacting with your target audience.

How does PR differ from Propaganda?

Propaganda is on the other hand to spread information with malicious intentions or gaining support for an opinion or belief. It is as old as human history. It lacks truth and generally an appeal to emotion, not intellect.

Propaganda is the deliberate and systematic attempt to shape perceptions, manipulate cognitions and direct behaviour to achieve a response that furthers the desired intent of the propagandist.

Jowett and O'Donnell (1992:4)

Public relations is a process used to tell the truth and right information in a positive sense. Celebrities' interviews on talk shows to promote a new movie or Govt representative press conference on specific issue is considered public relations. In case of scandal or controversy, public relation campaign is used to address the issue and restore the company's reputation.

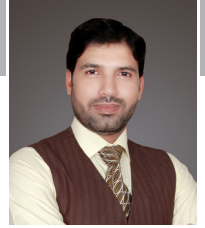
Public Relations is the planned and sustained effort to establish and maintain goodwill and understanding between an organisation and its publics.

UK Institute of Public Relations, 1987

Describe the six point PR Planning Model? (3 Marks)

Francis Jefkins presented the six point model. He says that a successful and result oriented PR program should have the following:

- Appreciation of the problem.
- Defining the realistic objectives.
- Defining the publics.
- Choosing the right media and techniques.
- Budget planning.
- Evaluation of results.



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Describe Sponsorship as an important PR tool? (3 or 5 Marks)

Sponsorship is a specialised kind of public relations (paid advertising) where a company pays to be associated with the specific event. The idea is that your brand to be seen as a participating member of a community and create positive image. It is very popular in charitable events. A company or person will sponsor an event, team or individual in order to build brand awareness. Community events, sports teams and tournaments, individual players can be sponsored.

Author Jim Karrah describe four criteria to sponsor an event

Relevance: The event must have some relation with your services or products you provide. For instance a shoe making company can sponsor a marathon.

Brand Fit: Your brand must fit to the activities of the event. There is no point for an online game developer sponsoring an event of Apple (iPhone) when their game is not compatible on iPhone. It will be counter productive.

Mission Alignment: The interest of the event or organization should not conflict the interest of the sponsor company. A fast food (junk food) company can not sponsor an event of healthy diet.

Outcome: The company have many reasons to believe that their sponsorship will bring desirable results like more awareness among people about their product or services.

What do you understand by publics in Public Relations? Explain the difference between Internal and External Publics?

Communities of people that have a direct or indirect association with an organization is called Publics. It includes customers, employees, investors, vendors, suppliers, distributors media, students, etc.

Internal Publics

Internal Publics are people employed by a firm or members of an organization. They are directly related to the functions of the organization. Internal Public is a special type of relation which focuses on company's relations with its employees. Main function is to boost the morale of its members by giving them right information and create a trust worthy relation between higher management, its employees and members. It also includes Shareholders, suppliers, distributors and partners.

External Publics

External Publics are people and organizations that are doing business with the company. It focuses on company's values, policies, procedures towards various groups of society. It includes Consumers, customers, community, media, government, financial institutions and general public. It covers the interaction of an organization with them and make huge difference in terms of sale, and services.



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What is the importance of house journal in Public Relations? (3 Marks)

A house journal is a medium of communication which projects the image of a company to its internal and external public to improve the goodwill. It is a newsletter or magazine published weekly, monthly or quarterly and distributed to its target public free of charge. It builds trust between management and its employees, internal public, and informs the current happenings and reinforces loyalty of external public. The highlighted activities are: messages from higher management, achievements, employee recognition, human interest stories, industry news, and company initiatives. The mediums used are printed newsletter, e-newsletters, annual reports, articles, photographs, documentaries etc.

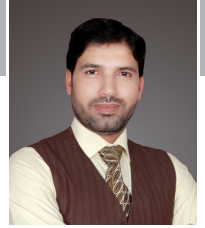
How does Public Relations help educational institutions? (5 Marks)

Education is a wide sector and it includes schools, institutes, colleges and universities etc. Their customers are students and their parents. Public relations play an important role in creating a positive image of these educational institutions and increase their awareness amongst public.

According to the National School Public Relations Association, ***“Educational Public Relations is a planned and systematic management function to help improve the programmes and services of an educational organization. This indicates that activities of educational public relations is a two-way affair involving communication between the institution and its audiences.”***

It is a two-way communication which involves management and students along with their parents. PR helps to inform the admin and faculty staff about vision and mission of the entity. It updates admin and staff about rules & regulations, work conditions, HR related issues, employee benefits, appreciation and management expectations. Newsletters, memos, workshops, appreciation and graduation ceremonies can be arranged to promote better understanding.

For general public, its main purpose is to create a positive image about its activities and initiatives. Informing public its annual results, percentage of passing students, and high achievers. Showing extra-curricular activities promoting team work and helping students to become good community members? Asking parents suggestions and paying attention to their concerns. This all can be done through press release, exhibiting students work and projects, highlighting their involvement in community events etc. It will increase the number of applicants and the institution will become famous. The graduates of the institution will be well known and its credibility will be established.



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Write a critical note on the impact of information technology (IT) on Public Relations practice.

1. Improve the quality of job applicants.
2. Inform people a small story about company and get credit for company's achievement.
3. Company to be known & understood in new local & international markets.
4. Prepare stock market for a new share launch.
5. Community relationships must be improved and win back public confidence after public criticism based on misunderstanding of company's intention.
6. Educate employees, users or consumers about the product.
7. New corporate identity to be established.

How does corporate image differ from corporate identity? Explain with the help of an example (3 Marks)

In Public Relation developing identity and image building is very important. They are so similar but have different meanings and results. Corporate image is mental and corporate identity is physical.

Corporate image is the public perception of the company, whereas corporate identity is how the company wants to be perceived by the public.

Corporate Image

It is based on the bio of company including founding date, its branches in the country and abroad, its activities and business relations with public. The corporate image is public perception, and handling that perception is crucial. Public relations protects and promote the corporate identity to create a positive image in people's minds.

Corporate Identity

Corporate identity deals with company's visual appearance. The company logo, its brand colors are central part of this. Its all design materials including company stationery, brochures, annual report, indoor and outdoor advertising, signages, promotional items, website and social media design have the same logo and colors. Companies adopt changes in identity over the time as long as the core visuals remain recognizable.

Press Relations is a part of Public Relations. Discuss?

Public Relation is always depend on the press. PR professionals always keep in touch with journalists and other members of mass media. Reporters receive many press releases in a day but they pay attention to those who comes from trusted sources. Their duty is to create knowledge and understanding among public through newsworthy messages and stories.

Following 6 points must be used in maintaining good relations with press.

1. Always maintain TWO way relationship.
2. Establish reputation of reliability through his conduct.
3. Good copy will be provided by the press.
4. Always cooperate and provides the newsworthy material to the press.
5. If verification required, provides other sources.
6. Build personal reputation.



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Discuss Crisis Management in PR?

Crisis management is the process by which an organization deals a threat to its operations or reputations to have negative consequences if not handled properly. A crisis can be divided into three categories. Public safety, financial loss or reputation loss. Some crises like an industrial accidents or product harm can result in injuries or even loss of lives. Financial loss can disrupt its operations and result in loss of market share.

Crisis management can be divided into three steps: Pre-crisis, crisis response and post-crisis. Pre-crisis step is concerned with prevention and preparation. Crisis response is the actual step taken by management at the time of crisis. The post-crisis step is taken to fulfill the commitments done during crisis and to better prepare if next time crisis arises.

Important steps to be remembered in crisis:

- Must have correct facts and figures
- Only credible person should talk to media.
- Available to media when required.
- Personally report the crisis to avoid having misleading
- Present solid and sufficient evidence.
- Keep records of the event.
- Time to time update management and media.

What are newspaper's major PR problems.

Newspapers industry run like any other business and requires a good PR. It will help him to have a positive image among people and to be trusted for reliable news.

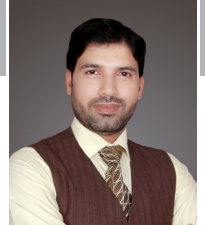
Newspapers facing the following problems in PR:

- Need to establish a goodwill of the newspaper based on reality and credible news.
- Rift between management and editor over the editorial functions of the newspapers. It's called monopoly in the newspapers.
- Newsprint shortage or late delivery in areas.
- Readers perception about newspaper and their criticism.
- Management relations with its employees. Not paying enough for field staff. Keeping them on daily wages to avoid giving permanent employees benefits.

What is the aim of PR department in any organization?

Public relations are concerned with reputation and image of a company and how it communicates with its public. Main purpose is to enhance its reputation. The role of PR is very important in any organization. It includes:

Prepare feedback from public and highlight the areas needing improvement. Create positive image and goodwill by improving communication and releasing news in the press highlighting its activities.



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Role of Public Relation Manager / Coordinator

PR manager should be sensitive to the thoughts and feelings of people. Must be calm and understand other's point of view and avoid giving personal reaction on contrary believes. His efforts focus on right ways and present his point of view effectively. It is only possible with sound character, high standards with ethics and moral values.

To be successful the key factor is that the public relations manager should be highly sensitive to the thoughts and feelings of other persons. Forgetting his personal reactions and beliefs, he must put himself in the other person's shoes. He should concentrate his efforts on finding desirable ways and means of getting his viewpoints presented effectively. All this should be supported by his sound character, conviction and personal ethics of the highest standards.

Techniques and methods of successful Public Relations? (Lesson 12 - 3 Marks)

Public relations is a time consumed and earned media. It is based on truthfull information. This means in Public relation your role is to inform, educate and create understanding among people through knowledge.

There are 5 main methods of communication

1. Verbal & Non verbal communication (spoken & written words and gestures, body language etc.
2. Through sound or music
3. Using video, films, TV dramas or serials
4. Using visual identites, logo, signages etc
5. Using colors to communicate different messages

Does PR support employees' communication? (3 Marks)

Employees are the backbones of every company. PR plays an important role with employees communication. Employees always has concerns and aspirations which requires proper communication. For instance, Are their job secured? How much increment will be in salaries along with promotion chances? Working hours, office environment, end of service benefits, health insurance, children education and house allowance, all are their concerns.

PR supports employees communication and update them on the Board of Trustees decision about companies policies, bonuses, management initiatives for employees personal development. PR helps to fill the gap between management and employees, disseminate information to downward, upward, horizontal and diagonal level. It also suggest that whose responsibility is to inform employees all the developments and keep them intact with the management. To achieve this PR helps in better communoication.

Explain 3 fold effects of market education on advertising. (3 marks)

Enlist 2 points for failure of media press release. (3 marks)

Explain 3 examples of PR publics. (3 marks)

Explain types of results in media. (5 Marks)

Explain different medias of PR other than print and electronic.

What details of the company should be given on a company's website. (5 Marks)



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Define Public Relations?

PR is the concept of “engagement” and “relationship building” through knowledge which often bring effective change. It means that PR is a form of Communication which can be used by any Govt, Organization, in the public or private sector.

In 1982, The PRSA National Assembly adopted the following definition: ***“Public relations helps an organization and its publics adapt mutually to each other.”***

In 2011-2012, PRSA modernize the definition of public relations. ***“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”***

Edward Burneys popularly known as the Father of PR is that :

“It is a planned & sustained effort to establish and maintain mutual understanding between an organization & its publics.”

“However, Quentin Bell, another PR consultant thought the word ***persuasion*** would be better than ***mutual understanding***.

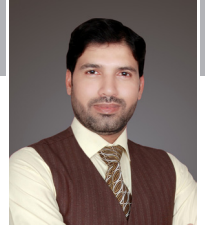
For better understanding if we take the two initials of the word Public Relations i.e. P and R then we define ***“P” for Performance for Public and “R” for Result as against Relations.***

Olden days techniques of PR

People used Pictograms (Chinese characters), wall paintings, writing on stones, Ancient building, temples and mosques. Holy books also communicated and informed people about faith.

Modern days techniques of PR

People use Print and electronic media, corporate identity and branding, audio & video promotions, conferences and seminars, free sampling and special offers are some of the PR techniques.



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How does PR work?

Every organization requires PR and it depends upon the type of organization and current situation. We must first look into the different types of organizations in order to know who PR serve various organizations.

Classification of Organizations

1. A business corporation.
2. A trade organization
3. A non profit organization.
4. A public utility company.
5. A communication medium
 - a) Newspapers.
 - b) Radio stations.
 - c) TV channels.
6. An educational institution.
7. A financial institution.
8. A religious group.
9. A political party.
10. A labour union.
11. A travel group.
12. A government agency.

5 Different Phases which Affect People's Attitude.

Before we start doing PR now a days we must do complete analysis and understanding of all the factors that influence people's attitudes and behaviour. Therefore we have five phases:

I. Determining the attitude of public towards the company/ organization.

When we know the attitude of company's employees, its customers, shareholders or business partners it is possible to find out why the company is misunderstood and where its policies and actions are not creating favourable opinion.

II. Analyzing the state of opinion.

Sometimes detailed review disclose unrest among employees. Possible that unrest will breakout into serious uprising or may be shareholders want to know more about company and its services and production.



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III. Formulation of policy.

If we make analysis of the company we can easily find out that certain policies should be modified to improve the behavior and attitude of people. The modified policies will completely remove the causes creating misunderstanding.

IV. Planning means of improving opinion/attitude of public.

Planning stage comes once you did find people opinion about company and amendments in company's rule, regulations and policies. It deals how the activities planned that will clear misunderstanding and create goodwill.

V. Implementing planned activities.

The tools of public relations are publicity, advertising, printed materials like Flyers, brochures and annual reports, conferences and seminars and other things used to do the job.

What does Public Relations Accomplish (achieve)?

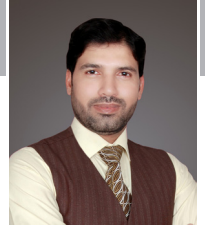
PR helps to achieve many objectives thorough different activities. Activities are selected based on their objectives and irrelevant efforts are avoided. Objectives that may be achieved include:

- To get favourable image or prestige.
- Increase in product sales or promotion of ideas and rewards.
- Employees goodwill.
- Prevent and solve Labor problem.
- Trust of partners, stock and shareholders.
- Clearing misconceptions and biased opinions against the organization.
- Happy and loyal customers/consumers.
- Get opinions to make policies and its formulation.

Do's and Don'ts in Public Relations

Public Relation is a very tough job but worth to provide this type of service. PR is needed and acknowledged rapidly. There are certain do's and don'ts we should know:

- Do not start a business unless you know about it. Information about nature of job, its employees, investors, suppliers and customers.
- If you are overcommitted or can't give time then hire someone to assist you.
- Public relations techniques not to be used to cover up mistakes. Think to use public relations before making new policies or ways to improve.
- Make sure people who are close to you must understand your program and public relations thinking.
- Must get the assistance of your staff in developing good public relations.
- Don't assume by yourself what others feel about your organization. Use satisfactory and objective surveys.
- Choose few selected points --- preferably just one -- that you want to convey to your public. Then concentrate your PR effort on establishing that viewpoint.
- PR should be supported by performance that deserves goodwill of your public. i.e. Result.



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Keys to Success in Public Relations

1. Management must understand and Cooperate with PR activity.

The higher management of the organization must pay attention to the public relations and seeking guidance and practice assistance from specialists and professionals. PR is a useful business technique and sufficient focus be put on it because without higher management support PR will not provide support in formulating policies.

2. Role of Public Relation Manager / Coordinator

PR manager should be sensitive to the thoughts and feelings of people. Must be calm and understand other's point of view and avoid giving personal reaction on contrary beliefs. His efforts focus on right ways and present his point of view effectively. It is only possible with sound character, high standards with ethics and moral values.

To be successful the key factor is that the public relations manager should be highly sensitive to the thoughts and feelings of other persons. Forgetting his personal reactions and beliefs, he must put himself in the other person's shoes. He should concentrate his efforts on finding desirable ways and means of getting his viewpoints presented effectively. All this should be supported by his sound character, conviction and personal ethics of the highest standards.



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Difference between PR & Advertising

There's an old saying: "**Advertising is what you pay for, publicity is what you pray for.**"

Public relations is a time consumed and earned media. It is based on truthfull information. This means in Public relation your role is to inform, educate and create understanding among people through knowledge. Reporters, editors write positive stories about your organization, brand or service/product. It appears in the editorial section of the magazine, newspaper, TV station or website.

Advertising is a paid media which focused on promotion of product or services for targeted people to buy. Paid announcements used through different types of media including online, print, TV and radio.

Advertising becomes more successfull if PR was carried out to spread knoweldge and understanding of the services/product before starting advertising activity. It is also know as **Market Education**. Therefore advertising is a tool of public relation.

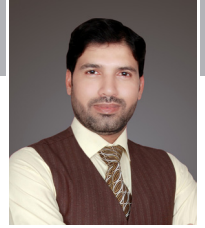
1. PR is a activity bigger than advertising.
2. PR covers all types of communications of the organization, while advertising focus is only marketing functions.
3. PR is a time comsuing activity only.
4. Every organization used PR but advertising is an optional according to their activity.
5. PR informs and educate every one & everything, while advertising is to target specific customer to increase the sale of certain products.
6. Marketing is the management process used for identifying, anticipating & satisfying customer requirements profitably.
7. PR is about market education thorough creating knowledge and understanding and it must be applied on every part of marketing strategy.

PR & Sales Promotion

Every business (services or production of products) depends on sales to cover the cost and generate profit while building positive image in public thorough public retations. It is necessary for long tem survival that Sales and PR goes hand to hand. There are some differences between two:

Public relations is a time consuming process and earned media. It is used to build a positive image for public, share holders and partners. This means in Public relation your role is to inform, educate and create understanding among people through knowledge. Reporters, editors write positive stories about your organization, brand or service/product. It appears in the editorial section of the magazine, newspaper, TV station or website.

Sales promotion is an activity to boost the sales of the product. It includes distribution of free samples, conducting trade fairs and exhibitions, and temporarily reduction in price (discount). It is a short term scheme which brings producers close to the customers.



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PR & Propaganda

Propaganda is on the other hand to spread information with malicious intentions or gaining support for an opinion or belief. It is as old as human history. It lacks truth and generally an appeal to emotion, not intellect.

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Jowett and O'Donnell (1992:4)

Public relations, is a process used to tell the truth and right information in a positive sense. Celebrities interviews on talk shows to promote a new movie or Govt representative press conference on specific issue is considered public relations. In case of scandal or controversy, public relation campaign used to address the issue and restore the company's reputation.

Public Relations is the planned and sustained effort to establish and maintain goodwill and understanding between an organisation and its publics.

UK Institute of Public Relations, 1987

Difference Between PR & Publicity

Getting media's attention and gaining visibility in the public is called Publicity. Main focus is get media attention and keep your presence in the media in the form of digital, social or print media. It depends on media how it portrait you in the good or bad sense. An example of a good publicity is Naseem Hameed, 22 year old, a resident of Karachi, won a gold medal in the 100 meters race at South Asian Games in Dhaka in 2010. Another example of bad publicity was Qandeel Balouch, who was murdered by her brother in the name of honour killings. She was famous social media celebrity for her exotic photos and video.

Role of PR Manager

PR Manager is the executive who is takes care of the company's PR. His/her responsibilities are:

- Setting the objectives and achieving its target for PR operations;
- Calculating cost of no of working hours and other resources.
- Priorities the the required task like target people, suitable media, timing of PR campaign, required manpower and equipment.
- Managing PR campaign in the allocated budget to reach its target.

Four Fold Specialist Task of PR Manager

1. Make sure to keep the positive image of the organization, its policies, employees and services.
2. Observing peoples opinion & conveying this smartly to higher management;
3. Finding out the issues and advising management steps requires to its ontime solutions;
4. Use multiple direct channels to inform publics about its services, products and activities in detailed to spread maximum knowledge & persuade people.



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The PR job is different from one organization to another. The strategy requires will depend on their nature of business.

Publics of PR

Publics of Public relations can be divided in to two main categories Internal and/or External. Because of operational issues, problems and increasing expectations, as a general concept we find the below list for Expanded Publics.

Expanded Publics.

- The Community;
- Potential Employees and Employees;
- Suppliers of services and materials;
- Investors People who put their money
- Partners and Distributors;
- Consumers and users;
- Opinion leaders.

Why Should We know or Define Publics?

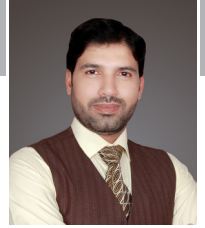
If we do not know our target public, it would be difficult to plan a proper PR campaign. Following points to be followed while making PR campaign.

- To identify groups of people related to a PR program;
- Prioritise items to be carried out to achieve goals;
- Choosing right media and techniques;
- Message must be to the point and easily understandable by the audience.
- Keep whole campaign in the allotted budget while achieving maximum benefits.

What Happens If We Do Not Define Publics?

If we do not know our target audience the following problems to be faced:

- Funds and efforts will be wasted unsystematically.
- Repeatability of one message again and again for different groups of people;
- Not meeting deadlines, extended work hours waste of manpower and resources.
- Not achieving targets results in dissatisfied management.
- PR professional or hired company is incompetent.



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4 Reasons for Planning PR Programmes

1. Research: Define problem and set targets for PR Operation.
2. Planning: Estimate the budget required involving all activities including no of working hours to accomplish this task.
3. Implementation: Priorities different operations as per requirement and monitor their implementation.
4. Make feasibility report how to achieve goals if all resources are available and evaluate the results:
 - Sufficient staff with adequate knowledge of their job.
 - Tools and equipment like computers, cameras, vehicles etc.
 - Reasonable Budget.

6 Points PR Planning Model

Francis Jefkins presented the six point model. He says that a successful and result oriented PR program should have the following:

- Appreciation of the problem.
- Defining the realistic objectives.
- Defining the publics.
- Choosing the right media and techniques.
- Budget planning.
- Evaluation of results.

1. Appreciation of the problem.

HOSTILITY	>	SYMPATHY
PREJUDICE	>	ACCEPTANCE
APATHY	>	INTEREST
IGNORANCE	>	KNOWLEDGE

NEGATIVE SITUATION

POSITIVE SITUATION

Methods of Appreciating a Situation

Before you prepare a PR plan it is must first assess the seriousness of the situation and appreciate that. Following methods are accepted of appreciating a situation:

- Get peoples opinion, employees attitude or image surveys.
- Press clippings, monitored broadcasting scripts.
- Trends in sales figures and indications of sales reports,
- Competition level within and outside organization.
- Share price if Public Company, dividends and balance sheet etc.
- Relations and discussion with suppliers, distributors and partners.
- Customer complaints, reports & services/product performance.
- Current price and effects due to price change.
- Market, economic, social & political forces



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2. Definition of Objectives.

1. Image must be changed if activities are changed.
2. Improve the quality of job applicants.
3. Inform people a small story about company and get credit for company's achievement.
4. Company to be known & understood in new local & international markets.
5. Prepare stock market for a new share launch.
6. Community relationships must be improved and win back public confidence after public criticism based on misunderstanding of company's intention.
7. Educate employees, users or consumers about the product.
9. New corporate identity to be established.
10. Sponsorship scheme should be encouraged.
11. Prominent politicians must be informed about the company's activities to avoid unfavourable legislation.
12. Promote and spread of company's research activities.

3. Expanded Publics

Once the objectives are defined, we need to identify the target Public. We can divide into two categories: External and Internal

- The Community.
- Opinion leaders.
- Investors and Distributors.
- Employees and Potential Employees
- Suppliers of services & materials.
- Consumers & Users.

4. Selection of Media & Techniques.

Once the objectives have been worked out and the target public group is selected, it will be necessary to select the right media and technique to achieve the desired effects.

Now a days the following media is being used:

Print Media

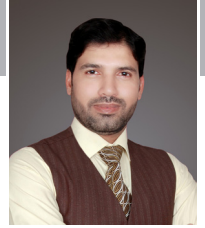
1. Press.
2. Printed Material.
3. Direct Mail.
4. House Journals

Electronic Media

1. Radio
2. Television.
3. Online News
4. Social Media

Misc. Media

1. Exhibitions.
2. Air balloons & ships.
3. Electronic Bill Boards.



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5. Points For Planning PR Budget

1. To figure out how much it will cost you to launch a PR campaign.
2. Identify the type of plan can be accommodated in an allocated sum of money.
3. Make a Checklist of the items with their deadline mentioning.
4. Budget will make a boundary for you to keep the expenditure within the limit or how far over the limit.
5. Result can be assessed comparing to the budget.

6. Assessment Of Results

This is the last step required to identify that how much successful the campaign was against spending a particular sum of money. Measured by Quality not by quantity.

- Evaluate results to see how successful PR campaign was.
- Choose proper evaluating method.
- Find out how much objectives are achieved.

In Qualitative sometimes the results can not be measured statistically, but seen improve in quality of education and more people seeking particular profession.

In quantitative results, increased sales, less number of complaints, more subscription request and frequency company name appeared in media in good sense.