

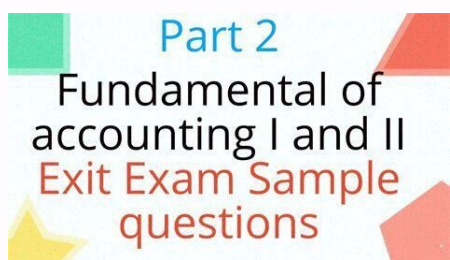
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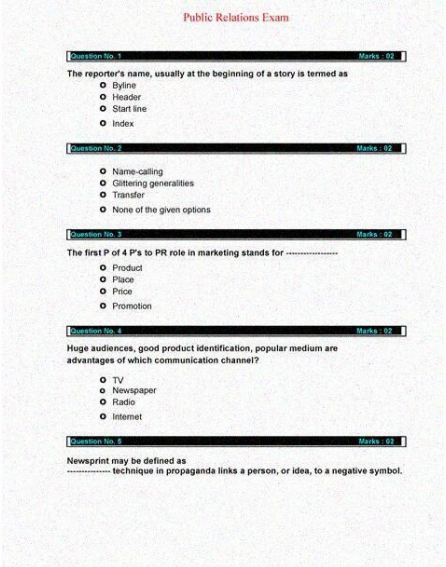
Key aspects of PR include: * Media Relations: PR professionals work with journalists and media outlets to create news releases, arrange interviews, and manage media coverage to ensure a positive portrayal. * Crisis Management: PR plays a crucial role in handling crises and negative incidents that may impact reputation. Timely and transparent communication is key to addressing concerns and restoring trust. * Reputation Management: PR focuses on shaping and maintaining a positive public perception by highlighting achievements, values, and contributions to society. * Stakeholder Engagement: PR professionals engage with stakeholders to understand their needs and communicate organizational messages effectively. * Event Management: PR often involves planning and executing events like press conferences and product launches to create opportunities for positive media coverage. These aspects of PR help build and maintain a positive image and reputation among target audiences. PR efforts aim to build relationships, manage reputation, and share insights by: * Establishing positive media relations (9) * Improving internal communication between employees and the organization (8) * Managing crises through preparedness and effective communication (10) * Conducting SWOT analyses to identify strengths, weaknesses, opportunities, and threats (12) PR also involves monitoring media channels for mentions of the organization and its executives (11), maintaining positive relationships with investors and financial institutions (13), and leveraging social media platforms like LinkedIn to share news and updates (14). By focusing on building relationships and managing reputation, PR differs from advertising, which aims to promote products or services directly (9). Effective PR communication can also generate publicity by sharing positive stories about the organization without direct payment for media coverage (15). By collaborating with influencers who align with the organization’s values, organizations can encourage them to share their opinions about the organization. **17** The primary purpose of an organization's boilerplate in press releases is to share a brief history and key information about the organization, giving media outlets a concise overview of the company. **18** PR professionals can measure the success of their efforts in managing the organization’s reputation by monitoring media coverage and sentiment. This helps them understand how well their campaigns are resonating with audiences and stakeholders.

Intro to Public Relations Study Notes	
➤	Wednesday 31 st August
➤	Open from 8am - 12pm (40 minutes to complete)
➤	40 questions multiple choice
➤	20% to final grade
➤	The exam covers content from weeks 1-5
Weekly Content	
➤	Week 1: Chapter 1 and two of the textbook - What is PR lecture (DONE)
➤	Week 2: Page 13 of the textbook - Priority of stakeholders... Reading (DONE) - Stakeholders and engagement lecture (DONE)
➤	Week 3: Chapter 7 and 10 of textbook - Public opinion and Persuasion lecture (DONE)
➤	Week 4: Chapter 8 of the textbook - Identity and Crisis Management Lecture (DONE)
➤	Week 5: Chapter 9 of the textbook - Outlets of P.R. ... Reading (DONE) - CSR, Ethics and law lecture (DONE)

The primary goal of PR is to establish and nurture mutually beneficial relationships between the organization and its stakeholders. Key aspects of PR include: * Media Relations: PR professionals work with journalists and media outlets to create news releases, arrange interviews, and manage media coverage to ensure a positive portrayal. * Crisis Management: PR plays a crucial role in handling crises and negative incidents that may impact reputation. Timely and transparent communication is key to addressing concerns and restoring trust. * Reputation Management: PR focuses on shaping and maintaining a positive public perception by highlighting achievements, values, and contributions to society. * Stakeholder Engagement: PR professionals engage with stakeholders to understand their needs and communicate organizational messages effectively. * Event Management: PR often involves planning and executing events like press conferences and product launches to create opportunities for positive media coverage. These aspects of PR help build and maintain a positive image and reputation among target audiences.

- 133- Cystine/cysteine (Pentil) is prescribed to a client with multiple sclerosis for the treatment of muscle spasms. For which common side effect of this medication does the nurse monitor the client?
- A. ☐ Diarrhea
- B. ☒ Drowsiness
- C. ☐ Abdominal pain
- D. ☐ Increased salivation
- 134- A nurse administers nitroglycerin sublingually to a client with angina pectoris who complains of chest pain. The medication is ineffective, so the nurse prepares to administer a second dose. Before administering the nitroglycerin, which action does the nurse make a priority?
- A. ☒ Checking the client's blood pressure
- B. ☐ Obtaining blood levels of cardiac enzymes
- C. ☐ Asking the client whether he has a headache
- D. ☐ Obtaining a 12-lead electrocardiogram (ECG)
- 135- Ciprofloxacin hydrochloride (Cipro) is prescribed to a client with a urinary tract infection. The nurse, providing instruction about the medication, tells the client that it is best to take the medication:
- A. ☐ With milk
- B. ☐ With an antacid
- C. ☒ 2 hours after meals
- D. ☐ With aluminum hydroxide

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Public relations n5 exam questions and answers pdf.

GROUP FINANCIAL STATEMENTS

QUESTIONS

COMPLEX AND MIX STRUCTURES

Q 1

Alpha Co purchased 1,400,000 ordinary shares in Beta Co in 2016, when the general reserve of Beta stood at \$500,000 and there were no retained earnings.

The statements of financial position of the two companies as at 31 December 2018 are set out below.

	Alpha \$000	Beta \$000
Assets		
Non-current		
Property, plant and equipment	8,800	1,787
Investments in Beta at cost	1,200	
	<u>10,000</u>	<u>1,787</u>
Current assets		
Inventory	1,000	1,400
Receivables	1,400	1,800
Cash	20	10
	<u>2,420</u>	<u>3,210</u>
Total assets	<u>12,420</u>	<u>5,000</u>
Equity and liabilities		
Equity		
Share capital (100 ordinary shares)	1,000	1,000
General reserve	1,200	800
Retained earnings	400	200
	<u>2,600</u>	<u>2,000</u>
Total equity	<u>2,600</u>	<u>2,000</u>
Non-current liabilities		
Borrowings (5%)	4,000	500
Deferred tax	2,000	200
	<u>6,000</u>	<u>700</u>
Total non-current liabilities	<u>6,000</u>	<u>700</u>
Current liabilities		
Trade payables	1,200	800
Trade receivables	400	1,000
Provisions	200	200
	<u>1,800</u>	<u>2,000</u>
Total current liabilities	<u>1,800</u>	<u>2,000</u>
Total liabilities	<u>7,800</u>	<u>2,700</u>
Total equity and liabilities	<u>12,420</u>	<u>5,000</u>

At the end of the reporting period the current amount of Alpha's debt was agreed at \$21,000 owed by Beta. This amount is included in the appropriate receivables and trade payables balances shown above. There has been no requirement of provision since the date of acquisition.

It is the group's policy to value the non-controlling interest at its proportionate share of the fair value of the subsidiary's net assets.

Required:

* Crisis Management: PR plays a crucial role in handling crises and negative incidents that may impact reputation. Timely and transparent communication is key to addressing concerns and restoring trust. * Reputation Management: PR focuses on shaping and maintaining a positive public perception by highlighting achievements, values, and contributions to society. * Stakeholder Engagement: PR professionals engage with stakeholders to understand their needs and communicate organizational messages effectively. * Event Management: PR often involves planning and executing events like press conferences and product launches to create opportunities for positive media coverage. These aspects of PR help build and maintain a positive image and reputation among target audiences. PR efforts aim to build relationships, manage reputation, and share insights by: * Establishing positive media relations (9) * Improving internal communication between employees and the organization (8) * Managing crises through preparedness and effective communication (10) * Conducting SWOT analyses to identify strengths, weaknesses, opportunities, and threats (12) PR also involves monitoring media channels for mentions of the organization and its executives (11), maintaining positive relationships with investors and financial institutions (13), and leveraging social media platforms like LinkedIn to share news and updates (14). By focusing on building relationships and managing reputation, PR differs from advertising, which aims to promote products or services directly (9). Effective PR communication can also generate publicity by sharing positive stories about the organization without direct payment for media coverage (15). By collaborating with influencers who align with the organization's values, organizations can encourage them to share their opinions about the organization. **17** The primary purpose of an organization's boilerplate in press releases is to share a brief history and key information about the organization, giving media outlets a concise overview of the company. **18** PR professionals can measure the success of their efforts in managing the organization's reputation by monitoring media coverage and sentiment. This helps them understand how well their campaigns are resonating with audiences and stakeholders. **19** A spokesperson is a person or organization that provides information to journalists and acts as a representative of the organization, serving as a central point for media inquiries. **20** The purpose of a press kit in PR is to provide relevant information about the organization to journalists and media outlets, making it easy for them to learn more about the company and its offerings.

21 Corporate social responsibility involves partnering with charitable organizations or community initiatives to enhance the organization's reputation by demonstrating its commitment to societal well-being. **22** Earned media refers to media coverage that is not paid for or sponsored by the organization but is earned through positive news and stories, reflecting positively on the company's reputation. **23** Influencer marketing involves managing relationships with bloggers and online influencers to promote the organization's products or services, leveraging their audiences and credibility to drive brand awareness. **24** Storytelling in PR campaigns can be used effectively by creating compelling and relatable narratives that engage the audience emotionally, making complex information more accessible and memorable. **25** A public relations campaign is a planned and coordinated effort to shape public opinion about a particular issue or topic, often involving media outreach, messaging development, and stakeholder engagement. **26** Journalists were given exclusive access to an organization's products, products' samples were distributed for free, important news or updates were announced with media questions being answered, and employee engagement during crisis situations took place. Public relations contributed to building brand loyalty among customers by consistently delivering positive and engaging messages to the target audience.

A situation where an organization's reputation is at risk due to negative publicity or events is referred to as a crisis. PR professionals managed negative comments or reviews on social media by addressing them promptly, empathizing with concerns, and offering solutions.

The importance of ethics in Public Relations was emphasized, stating that ethical practices build trust and credibility, leading to long-term positive relationships with stakeholders.

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