

Question: the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea

Answer:C: Promotion

Question: is about individual activities that constitute the overall marketing process

Answer:B: Marketing

Question: the process of determining how set objectives can be accomplished through the process of considering the three key elements of target market competitor target markets and establishing a competitive advantage

Answer:A: Strategy

Question: the choice of target market which means where the manufacturer wants his product to compete in the market and differential advantage which means how the company wants the product to compete in the market place

Answer:C: Positioning

Question: is commonly used in sales promotion to indicate those tools that are applied in sales promotion

Answer:B: Technique

Question: What does USP stands for

Answer:A: Unique Selling Proposition

Question: is to attract non users of products and services as well as users of competing products

Answer:D: Price promotion

Question: is placing factual and newsworthy information presented in an editorial or journalistic style in a news medium at no direct cost

Answer:B: Publicity

Question: PR efforts are usually aimed at various corporate groups including one of these

Answer:D: Pressure group

Question: is strictly as a specialist activity which attempts to influence legislation through direct contact with legislators

Answer:A: Lobbying

Question: Planning in advertising is the responsibility of

Answer:B: Advertising Agency

Question: The is the business buyer which the manufacturer targets when designing the sales promotion

Answer:D: Trade

Question: Unlike advertising the purpose of PR is usually to be by the relevant publics

Answer:C: perceived positively

Question: Packaging uses one of these attributes to achieve its purpose

Answer:B: Shape

Question: What type of propaganda uses false information or misinformation for the selfish interest of the sponsor

Answer:A: Black propaganda

Question: propaganda is also known as great propaganda

Answer:D: Grey

Question: Anything that interferes with the fidelity of the physical transmission of the message is known as

Answer:A: Channel Noise

Question: When a message is misunderstood even though it is received exactly as it was transmitted is known as

Answer:B: Semantic noise

Question: has been known traditionally as the most prominent form of marketing communications

Answer:C: Advertising

Question: What year did the the Boston newsletter began carrying ads

Answer:A: 1704

Question: is Process of transmitting thought

Answer:D: ommunication

Question: The Iwe Irohin newspaper carried news local advertisement for the first time between

Answer:B: 1860 and 1865

Question: is simply putting thoughts ideas information symbols pictures into a symbolic form for the receiver to receive and understand

Answer:A: Encoding

Question: represent the stages a consumer passes through with a salesperson in the personal selling process or with an advert copy in an advertising process

Answer:B: AIDA

Question: The model represents the stages a consumer passes through in adopting a new product

Answer:A: innovation adoption

Question: Through sales promotion consumers are offered to buy

Answer:D: inducemen

Question: One of the weaknesses of Sales promotion is that cannot

Answer:C: create a brands image

Question: Which of these is pre testing research method

Answer:C: Hall taste

Question: The way and manner certain groups or races of people are portrayed in advertising is known as

Answer:D: None of the options

Question: It is because of the that the goods are produced

Answer:consumer

Question: means how consumers think about a product whenever it is mentioned or remembered

Answer:Positioning

Question: It is often said that customer or consumer is

Answer:King

Question: Without the there would be no product to advertise

Answer:None of the options

Question: is the economic sacrifice which a buyer must make to acquire and enjoy something he desires

Answer:Price

Question: Unlike advertising however lobbying uses media

Answer:Personal and non personal

Question: is commonly used to indicate tools that are applied in sales promotion

Answer:Technique

Question: PR efforts are usually aimed at

Answer:All of the options

Question: makes a firms offer more attractive to buyers and requires buyer participation

Answer:A: Sales promotion

Question: means communicating firms offer to consumers through sales staff

Answer:B: Personal selling

Question: An organisation that puts together product marketed to consumers is called

Answer:All of the options

Question: is supplemental components of price designed to encourage and increase purchase behaviour

Answer:Price promotion

Question: A firm responsible for creating and placing advertisements in the media on behalf of its clients is called

Answer:Advertising agency

Question: Which of the following is not a type of propaganda in advertising

Answer:Yellow propaganda

Question: Originator of a publicity material has control over how the material would be published

Answer:No

Question: is defined as an idea a physical entity or a service or a combination of these elements

Answer:Product

Question: Which of the following is Nigerian advertising association

Answer:APCON

Question: Activities carried out with the aim of influencing public policy or programme are called

Answer:Lobbying

Question: is a buyer which manufacturer targets when designing sales promotion

Answer: All of the options

Question: Q1 the first information office in a private business in Nigeria was established---

Answer: Shell Petroleum Development Company

Question: Q2 factors that contribute to the development of modern public relations include all but one in the option

Answer: innovations in science and technology

Question: Q3 an employee of NOUN is an example of ---- public

Answer: internal public

Question: Q4 pick out the odd item on the list

Answer: internal and external publics

Question: Q5 \_\_\_ are the groups with common interest affected by the acts and policies of an institution

Answer: publics

Question: Q6 Good public relations involves acting in the \_\_\_ interest

Answer: public interest

Question: Q7 the ultimate goal of public relations is to \_\_\_

Answer: create understanding as well as provide information

Question: Q8 the mexican statement generally adopted as acceptable defination of public relations was put forward in \_\_\_\_

Answer: 1978

Question: Q9 The way organisation sees itself refers to \_\_\_\_

Answer: mirror image

Question: Q10 in public relations, when we talk about images we mean \_\_\_\_

Answer: correct impression

Question: Q11 \_\_\_\_ involves putting finishing touches to a PR work

Answer: rewriting

Question: Q12 "D" in the set of alphabet 'SOLAADS' stands for

Answer: details

Question: Q13 A standard press release has \_\_ elements

Answer: seven

Question: Q14 \_\_ identified five characrestices the a speech must possess

Answer: seitel

Question: Q15 The must important element of speech delivery is

Answer: evaluation

Question: Q16 To be effective in your speech delivery, you must observe all but one in the option



Answer: speak above the head of your audience

Question: Q17 for a statement to be considered libelious, it must

Answer: the person making the statement must be malicious

Question: Q18 statements or communications in words pictures , or symboles the diminsh the respect, goodwill etc of a person or institution can be regarded as \_\_\_

Answer: defamation

Question: Q19 The purposes of law in public relations practice include all but one in the options

Answer: To enhance peaceful core exisistance

Question: Q20 \_\_\_ Branch of PR is used to stimulate interest in a product, persons, organisations through activites desgined to interact with public through staged events

Answer: special event

Question: Q21 All practitioners of public relations in Nigeria must belong to â€¦

Answer: NIPR

Question: Q22 Departments of public relation in organization are headed byâ€¦

Answer: Manager

Question: Q23 The closest aim of communication to public relation isâ€¦

Answer: Advertising

Question: Q24 \_\_\_ Refers to the systematic collection and interpritation of information to increase understanding

Answer: Research

Question: Q25 \_\_\_\_ Provides the PR practitioner with information concerning his success or failure in accomplishing his objectives

Answer: feedback

Question: Q26 An action undertaken by a public relations practitioner to determine the success or otherwise of a PR campaign program is referred to as ----

Answer: Evaluation

Question: Q27 Planning public relations program should involve the following activities except one

Answer: recruitment of the performers/actors of the program

Question: Q28 The following are enshrined in the FOUR-STEP PROCESS model except ---

Answer: planning

Question: Q29 \_\_\_\_ Represents a guide or blue print for carrying out a given task

Answer: model

Question: Q30 The proponent of RACE model of public relations is ---

Answer: John Marston

Question: Q31 who presupposes that public relations can no longer rely on more instinct, intuition and learning through failure

Answer: James Anderson

Question: Q32 \_\_\_\_ Is used to analyse the standing of a company with its target publics

Answer: communication audits

Question: Q33 Interviews can be person - to -person or via ---

Answer: Telephone

Question: Q34 \_\_\_ Is used to explore how people will react to proposals and to gather information useful for developing questionnaires to be used in informal research methods

Answer: focus groups

Question: Q35 Public relations research are categorise into ----

Answer: two

Question: Q36 At the planning stage of public relations, research is used to

Answer: Identify the problem

Question: Q37 Research can be done in public relations for all of the following reasons except one

Answer: redesign issues to suit the government

Question: Q38 The first stage in public relations process is

Answer: research

Question: Q39 \_\_\_ Refers to the systematic collection and interpretation of information to increase understanding

Answer: Research

Question: Q40 The art and science of analysing trends , predicting their consequences which will serve the public interest is

Answer: Public Relations

Question: Q41 One of the four basic elements that constitute PR budget is

Answer: Material

Question: Q42 All of the following are advantages of outside PR consultant except

Answer: resentment by internal staff

Question: Q43 The true consultant of a PR department is the ----

Answer: The counselor

Question: Q44 \_\_\_ Department of public relations has the duty of publicity to augment advertising campaigns

Answer: PR departments of advertising agency

Question: Q45 All these are disadvantages of internal public relations department except---

Answer: dichotomy

Question: Q46 pick the odd item from the list

Answer: planning

Question: Q47 The activities of a public relations department as a planner include all but one

Answer: plans for all public relations campaign

Question: Q48 Public Relations conducts opinion surveys of an organization's various publics through---

Answer: Research

Question: Q49 The acronym TQM stands for ---

Answer: Total Quality Management

Question: Q50 \_\_\_ Consists of annual reports, brochures, articles etc of an organisation

Answer: Publications

Question: Q51 \_\_\_ and \_\_\_ are used to pass information about an organisation

Answer: press, mass media

Question: Q52 \_\_\_ Is the developer of the course principles and practice of Public Relations

Answer: Onwunali

Question: Q53 The Phrase Public Relations Counsel is Credited to

Answer: Edward Barneys

Question: Q54 \_\_\_ Published the two books on public relations and propaganda

Answer: Edward Barneys

Question: Q55 select the odd item from the option below

Answer: Seitel

Question: Q56 \_\_\_ Is recognised to have played a major role in the development of public relations

Answer: Thomas Lee

Question: Q57 contemporary public relations emerged out of the ---

Answer: collision of the opposing forces in the period of America's growth

Question: Q58 the spread of christianity in the middle ages can be linked to the use of ---

Answer: public relations

Question: Q59 \_\_\_\_\_ consists of groups of that are presently not familiar with your organisation and not relevant to the organisation's business

Answer: non-traditional publics

Question: Q60 the set of members of an organisation who recognise that they are somehow affected by or involved in a problem situation shared by others is called \_\_\_\_\_

Answer: aware publics

Question: Q61 \_\_\_\_\_ defined ethics as "How we ought to live"

Answer: Socrates

Question: Q62 The branch of philosophy that deals with issues of right and wrong in human affairs is

Answer: ethics

Question: Q63 Choose from the options the one that is not in the group

Answer: corporate philosophy

Question: Q64 Ethical practice can be observed in the following areas except \_\_\_

Answer: dangerous products

Question: Q65 The Josephson institute for advancement of ethics identified \_\_\_\_\_ universal ethics

Answer: ten

Question: Q66 Public relations turns apathy into \_\_\_\_\_

Answer: interest

Question: Q67 As a subset of communication, public relations perform the following functions except one.

Answer: counsels organisations' management

Question: Q68 one of the following is not impact of public relations in the society

Answer: reconcile government and individuals in conflict

Question: Q69 \_\_\_\_\_ section of the constitution of NIPR provides for a code of ethics that is reorganised as a declaration of principles for the guidance of members of the institute

Answer: section 3 (v)

Question: Q70 Fishout the odd item among the following

Answer: A member shall conduct his professional activities in accordance with the public interest

Question: Q71 IPRA members are expected to abide by a code of ethics known as \_\_\_\_\_

Answer: code of Athens

Question: Q72 "A member shall have a positive duty to observe the highest standards in the practice of public relations" explains the provision of \_\_\_\_\_

Answer: standards of professional conduct

Question: Q73 Chose the odd item from the list

Answer: rewards and gratifications

Question: Q74 The IPR code of professional practice was first reviewed in \_\_\_\_

Answer: 1985

Question: Q75 All the following are the provisions of IPRA code of professional conduct undre clause 19

Answer: to assist in ensuring that the code of professional ethics is obeyed to the later by all members

Question: Q76 "clause 4" of the British institute of public relations code of professional conduct stands for \_\_\_\_\_

Answer: undisclosed interest

Question: Q77 One of these is not the function of public reletions

Answer: Consultation

Question: Q78 \_\_\_\_ consists of corporate bodies as opposed to individual membership

Answer: PRCA

Question: Q79 The acronmy PRCA stands for -----

Answer: Public Relations Consultants Assocation

Question: Q80 pick out the odd from the list

Answer: Aliede