

eExam Question Bank

Coursecode:

Choose Coursecode

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<input type="checkbox"/>	Question Type	Question	A	B	C	D	Answer	Remark
<input type="checkbox"/>	FBQ	<input type="text"/> are a rich source of historical information which you can use when writing a historical speech	museums					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> comes first in planning the public relation programme.	relevant publics					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> commenced his carrer in PR by promoting Harlow's weekly magazine	Rex Harlow					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> involves reading for content and information in PR writing	Editing					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is an important structure of writing in PR	The inverted pyramid					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is defined as the branch of philosophy that deals with issues of right/ wrong in human affairs.	ethics					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is one of the recognised pioneers of PR that worked for the former American President John D. Rockefeller.	Ivy Lee					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is the original voice of any organisation	press release					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is very important in the opening and paragraphing in news release	Lead					<input type="button" value="eExam"/>

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	<input type="text"/> release is used when something is done or said that can harm an organisation	press						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> should be avoided when wiring a press release	libel						eExam
<input type="checkbox"/>	FBQ	A complaint collection committee or agency is often called the <input type="text"/>	ombudsman						eExam
<input type="checkbox"/>	FBQ	A fund raising campaign at raising funds for big projects is called <input type="text"/> campaign	Capital campaign						eExam
<input type="checkbox"/>	FBQ	A speech wrtitten out in detail, should be written out <input type="text"/>	conspicuously						eExam
<input type="checkbox"/>	FBQ	At the level of society in PR, speech is a a major tool of <input type="text"/>	socialization						eExam
<input type="checkbox"/>	FBQ	Large organisation that produce goods and services with a strong motive for profit are called <input type="text"/>	corporation						eExam
<input type="checkbox"/>	FBQ	PR activities that are designed to secure and maintain mutual lines of communication and relationship between an organisation and its workers is called <input type="text"/>	employee relationship						eExam
<input type="checkbox"/>	FBQ	PR is mainly concerned with organizing parties and other social events. YES/NO <input type="text"/>	NO						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a very complex activity, with different areas of specialization in Public Relations __.	Research						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Traditional, non traditional, interviewing aware and active publics are categories of PR publics according to <input type="text"/>	Gut and Marsh						eExam
<input type="checkbox"/>	FBQ	While some speeches can be formal some others speeches are purely <input type="text"/>	informal						eExam
<input type="checkbox"/>	FBQ	Eye contact with <input type="text"/> members enable the speaker to be more conscious of response	audience						eExam
<input type="checkbox"/>	FBQ	A press release that was written in a news worthy manner can be accepted by <input type="text"/> for their use	media organisation						eExam
<input type="checkbox"/>	FBQ	Eloquency and <input type="text"/> are important points on speech delivery.	brevity						eExam
<input type="checkbox"/>	FBQ	PR practitioners who so desire to practice must be familiar with the regulations. YES/NO <input type="text"/>	YES						eExam
<input type="checkbox"/>	FBQ	PR was formally introduced in Nigeria in what year <input type="text"/>	1948						eExam
<input type="checkbox"/>	FBQ	Public relation laws is categorised into two namely law of tort and <input type="text"/> -	law of segment						eExam
<input type="checkbox"/>	FBQ	The Code of Athens was adopted in what year? <input type="text"/>	1965						eExam
<input type="checkbox"/>	FBQ	The National Broadcasting Commission (NBC) though collects rates is a non profit organisation. YES/NO <input type="text"/>	NO						eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	The spread of christainity in the middle ages could be likened to the use of public relation in modern times . YES/NO <input type="text"/>	YES					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a printed or published defamation in Public Relation code of Ethics.	libel					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is commonly used as an instrument in carrying out a survey research.	questionnaire					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> was regarded as the father of modern PR.	Edward Bernays					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> was said to have issued a declaration of principles to newspaper editors.	Ivy Lee					eExam
<input type="checkbox"/>	FBQ	The development of Public Relation practice in Nigeria originated from the Government.YES/NO <input type="text"/>	YES					eExam
<input type="checkbox"/>	FBQ	A well developed speech must have how many segments? <input type="text"/>	three					eExam
<input type="checkbox"/>	FBQ	A well managed, planned and attended AGM have the capacity to generate good publicity.YES/NO <input type="text"/>	YES					eExam
<input type="checkbox"/>	FBQ	Annual report is a component of feedback in research. YES/NO <input type="text"/>	NO					eExam
<input type="checkbox"/>	FBQ	Channel through which PR practitioners communicate with the public is known as <input type="text"/>	crisis communication					eExam
<input type="checkbox"/>	FBQ	In the early years of Public Relations, <input type="text"/> was a very important tool of public opinion	Cristalyzing					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	In modern democratic dispensation, <input type="text"/> has become an acceptable method of influencing legislative and executive officials.	Lobbying					eExam
<input type="checkbox"/>	FBQ	Messages in Public Relations consist of language and <input type="text"/>	content					eExam
<input type="checkbox"/>	FBQ	One of the components of a good speech is a good theme. YES/NO <input type="text"/>	YES					eExam
<input type="checkbox"/>	FBQ	Public relation laws are useful for achieving protection from <input type="text"/>	Quacks					eExam
<input type="checkbox"/>	FBQ	Public relation media can be described as the medium of communicating public relation messages. YES/NO <input type="text"/>	YES					eExam
<input type="checkbox"/>	FBQ	Research in PR is useful for formulation of organisational strategy. YES/NO <input type="text"/>	YES					eExam
<input type="checkbox"/>	FBQ	Survey is a form of research method in PR. YES/NO <input type="text"/>	NO					eExam
<input type="checkbox"/>	FBQ	The interrogative model was postulated by who? <input type="text"/>	Lasswell					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> represent the major medium through which public relations practitioners communicate to their various publics	news media					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a vital skill required in a successful public relation practice.	writing					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> is communication in words or pictures that diminish the respect, goodwill about a person or institution	defamation					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is known as the civil laws for which there are remedies for breach and law of contract which regulates the relationship between a practitioner and his client	law of tort					eExam
<input type="checkbox"/>	FBQ	A <input type="text"/> represent a guide in carrying out a given task.	model					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _defined ethics as 'How we ought to live' in PR.	Socrates					eExam
<input type="checkbox"/>	FBQ	A good writing follows a good manner of <input type="text"/>	thought					eExam
<input type="checkbox"/>	FBQ	A PR professional needs to be smart in advising clients who must be able to manipulate the environment fo the good of the organization. YES/NO <input type="text"/>	YES					eExam
<input type="checkbox"/>	FBQ	A process is a series of ongoing activities designed to achieve <input type="text"/>	an objective					eExam
<input type="checkbox"/>	FBQ	According to Ivy Lee the key to business acceptance and understanding was that the public should be <input type="text"/> not to be fooled	informed					eExam
<input type="checkbox"/>	FBQ	According to Tonye Ogunmorin public relation consultancy was pioneered in Nigeria in the late sixties and early seventies. YES/NO <input type="text"/>	YES					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Applied researches are not designed to provide answers to practical problems. YES/NO <input type="text"/>	NO						eExam
<input type="checkbox"/>	FBQ	Part of the yard stick for measuring a good public relation plan is message specific. YES/NO <input type="text"/>	YES						eExam
<input type="checkbox"/>	FBQ	PR help to enhance social change by providing the communication needed to lubricate the challenging complexities and effects of changes. YES/NO <input type="text"/>	YES						eExam
<input type="checkbox"/>	FBQ	Selecting a good subject to write on requires <input type="text"/>	research						eExam
<input type="checkbox"/>	FBQ	Speaking engagement of a public relations officer includes <input type="text"/>	press interviews						eExam
<input type="checkbox"/>	FBQ	The full meaning of the acronym PRCAN is <input type="text"/>	Public Relations Consultant Association of Nigeria						eExam
<input type="checkbox"/>	FBQ	The full meaning of the acronym, NIPR is <input type="text"/>	Nigeria Institute of Public Relations						eExam
<input type="checkbox"/>	FBQ	The full meaning of the acronym, PRSA is <input type="text"/>	Public Relations Society of America						eExam
<input type="checkbox"/>	FBQ	The key functional responsibility of the public relation is media relation. YES/NO <input type="text"/>	YES						eExam
<input type="checkbox"/>	FBQ	The Power Holding Company of Nigeria was formerly known as <input type="text"/>	Electricity Corporation of Nigeria						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	The practice of PR in rudimentary forms by traditional rulers in disseminating information was done by <input type="text"/>	town criers						eExam
<input type="checkbox"/>	FBQ	The process of writing goes through <input type="text"/> number of stages	five						eExam
<input type="checkbox"/>	FBQ	The structure of a good press release was prescribed by who ? <input type="text"/>	Frank Jefkins						eExam
<input type="checkbox"/>	FBQ	The Yakubu Gowon Foundation is an example of the target public organisation. YES/NO <input type="text"/>	YES						eExam
<input type="checkbox"/>	FBQ	To Aristotle the speaker's character may almost be called the most effective means of persuasion he possesses. YES/NO <input type="text"/>	YES						eExam
<input type="checkbox"/>	FBQ	Writing is a basic skill of communication. YES/NO <input type="text"/>	YES						eExam
<input type="checkbox"/>	MCQ	___ enables an organisation to find out what the public wants to know about it.	public opinion	opinion research	counselling	publicity	B		eExam
<input type="checkbox"/>	MCQ	___ is used as a criteria for evaluating speech contents.	length	organization	quality and quantity of materials	appropriate contents	A		eExam
<input type="checkbox"/>	MCQ	Among the reasons that determines whether a news release is used or not includes the following except ___	time	space	newsworthiness	nose for news	D		eExam
<input type="checkbox"/>	MCQ	An example of a public non-profit organisation in PR is ___	NAFDAC	Exam boards	Professional boards	all of the above	A		eExam
<input type="checkbox"/>	MCQ	An important and most common tool in PR is ___	input	acting	writing	all of the above	D		eExam
<input type="checkbox"/>	MCQ	Frank Jefkins prescribed the structure of a good press release in form of ___	SOLAADS	SOALLDS	LDASS	SOLADS	A		eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	In public relation press release is a veritable source of __ for media organisation	news	research	knowledge	None of the above	A	eExam
<input type="checkbox"/>	MCQ	In PR the news media is represented by the following except __	publications	the internet	news writer	None of the above	D	eExam
<input type="checkbox"/>	MCQ	Involvement of routine activities with little or no change can overtime result into boredom for a public relation practitioner.	true	false	uncertain	none of the above	A	eExam
<input type="checkbox"/>	MCQ	Lobbying can be used to fast track legislation and other related matters ____	True	False	uncertain	None of the above	A	eExam
<input type="checkbox"/>	MCQ	Marketing in PR includes a variety of media used to create and maintain mutual relationship between an organisation and its workers which includes __	induction programmes	service awards	employee committee	all of the above	D	eExam
<input type="checkbox"/>	MCQ	Organisations that do not have in-house PR units usually engage __	consultants	auditors	marketers	writers	A	eExam
<input type="checkbox"/>	MCQ	Part of professional regulations include __	client protection	professional ethics	protection of members	enhancement of practice	D	eExam
<input type="checkbox"/>	MCQ	Privacy laws are to protect the rights of the plaintiff part of which is __	libel	appropriation	ethics	all of the above	B	eExam
<input type="checkbox"/>	MCQ	The effectiveness of a specific public relations programme can be evaluated by which of the following _____	Audience coverage	impact	results	None of the above	A	eExam
<input type="checkbox"/>	MCQ	The external PR units consist of the following except __	freelance writers	PR counsellors	independent PR consultant	editor	D	eExam
<input type="checkbox"/>	MCQ	The founding fathers of PRAN include the following members except __	Dr Samuel Epelle	Bob Ogbuagu	Tony Harry	Ikhaz Yakubu	C	eExam
<input type="checkbox"/>	MCQ	The internal PR department is also faced with some challenges which includes the following except _____	loss of objectivity	subservience	confused roles and mission	economy	D	eExam
<input type="checkbox"/>	MCQ	The Josephson Institute for the Advancement of Ethics identified universal ethics for building ethical values in areas of human life. This include the following except	honesty	promise	integrity	unfairness	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	_____ is a basic skill of communication in PR. _____	pre-writing	writing	editing	none of the above	B	eExam
<input type="checkbox"/>	MCQ	Which one among the following reknowned scholars of PR does not belong to this group _____	Broom	Cutlip	Center	Charles	D	eExam
<input type="checkbox"/>	MCQ	Which of the following is involved in the process of speech writing _____	analysis	propaganda	researching	none of the above	C	eExam
<input type="checkbox"/>	MCQ	Applied researchs are designed to provide answers to practical problems. _____	True	False	uncertain	not sure	A	eExam
<input type="checkbox"/>	MCQ	One of the key functional areas of responsibility of a public relation departament is _____	lobbying	employee relation	internal relation	liason office	B	eExam
<input type="checkbox"/>	MCQ	Daramola suggested that the indirect rule was a crude form of indirect rule in Nigeria	True	False	not sure	none of the above	A	eExam
<input type="checkbox"/>	MCQ	_____ is a vital part of public relations media	non - communication media	media bills	office bills	none of the above	A	eExam
<input type="checkbox"/>	MCQ	_____ is one of the basic elements that constitute public relations budget	labour	maintenance	expenses	medical bill	C	eExam
<input type="checkbox"/>	MCQ	Which of these determines the mode of public relations service an organization uses	the organization image	funds available	size and special needs	the public relations practitioner	C	eExam
<input type="checkbox"/>	MCQ	The functions of PR includes the following except _____ .	Introduce new product into the market	Stage a good exhibition	Necessary in feedback system of a product	Sell the product in the market for the producer	D	eExam
<input type="checkbox"/>	MCQ	_____ is an essential tool in public relations planning.	Time	Hardworking personnel	Right human resources	None of the above	C	eExam
<input type="checkbox"/>	MCQ	The present day Ministry of Information was formally known as _____ .	The public relations unit	The information service	The region office	The information office	B	eExam
<input type="checkbox"/>	MCQ	According to Grunig and Hunt (1984) categorized public relations publics are as the under listed except _____ .	Aware publics	Active publics	Adamant publics	Latent publics	C	eExam
<input type="checkbox"/>	MCQ	The following are informal methods of data collection in analysing public relation problems except _____ .	Key informants	Ombudsman	Mail analysis	Critical survey	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	In the modern day democratic dispensation __ has become an accepted method of influencing legislative and executive officials.	campaign	Lobbying	Advertising	None of the above	C	eExam
<input type="checkbox"/>	MCQ	__ is one of the historical revolutionist in public relations	Georgia ivy	Ivy Townsend	Ivy Ledbetter Lee	Ivy Lee Georgia	C	eExam
<input type="checkbox"/>	MCQ	The systematic collection and interpretation of information to increase understanding in PR is known as __.	Data	Planning	Research	None of the above	C	eExam
<input type="checkbox"/>	MCQ	One of the consultancy firms with its chief executive officer which pioneered the nucleus of PRCAN include __.	Mr Sam Oyewole	Mr Kunle Oyalowo	Mrs Kemi Owolowo	Mr Tade Ogidan	B	eExam
<input type="checkbox"/>	MCQ	The acronym PRCAN was given birth to in the year __.	1960	1987	1983	1967	C	eExam
<input type="checkbox"/>	MCQ	The Nigeria Institute of Public Relations has been headed by well-meaning notable public relations practitioners amongst who are the following except __.	Dr Samuel Epelle	Mr Sabo Mohammed	Chief Ajibade Oyekan	Brown Okereke	D	eExam
<input type="checkbox"/>	MCQ	__ is a common saying in Public Relation practice.	Beta et gamma	Voice populi	Vox populi, vox dei	None of the above	C	eExam
<input type="checkbox"/>	MCQ	__ is one of the key functional areas of PR	Public affairs	Media relations	Government liaison	Community relations	B	eExam
<input type="checkbox"/>	MCQ	__ is used to show the true breath of a company's activities and operations directed at the investors market.	Over tune	Investment	Tune over	Take over	D	eExam
<input type="checkbox"/>	MCQ	__ was the first Public Relations Officer of Custom and Excise in 1960.	Scott Emuakpor	Mr Alex Akinyele	Samuel Epelle	Ayo Lijadu	B	eExam
<input type="checkbox"/>	MCQ	__ must not be ignored in planning relations in Public Relations Practice	Timing	Right human resources	Interconnectivity	None of the above	B	eExam
<input type="checkbox"/>	MCQ	___ will reduce criticism and hostility form in press and pressure groups in the society.	Preaching	Counselling	Community relation	None of the above	B	eExam
<input type="checkbox"/>	MCQ	A PR practitioner must possess all the following qualities except _____	Loyalty	Confidence	Leadership qualities	None of the above	D	eExam

<input type="checkbox"/>	MCQ	A notable public relation practitioner summarized public relation definition as good performance that is ___ .	Publicly accepted	Publicly appreciated	Publicly affected	All of the above	B	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	A perfect public relation plan must be ___ .	Message specific	Measurable	Realistic	All of the above	D	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	A PR officer obtains information through ethical fact findings while a propagandist will obtain his through ___ .	Interview	Questions	Discussion	Rally	B	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	A press release must be written to suit ___ .	The audience	The client	The medium of publication	None of the above	C	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	___ introduced the indirect rule system in Nigeria, which was a crude form of public relation practice.	The Colonial Masters	The French Colony	Ivy Lee	None of the above	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	Among the under listed which does not belong to the group	Edward Nerney	J.F Kennedy	Ivy Lee	Rex Harlow	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	In Nigeria the formal public relations practise was introduced in ___ .	1923	1922	1925	1924	D	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	In 1944, the information office was renamed Public Relation Office under the leadership of ___ .	Mr D.C.Fletcher	Richard Harold	Harold Copper	Ayo Lijadu	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	In Nigeria as well as in other parts of the world, the profession of public relations has been subjected to wrong perception of what a public relation person does.	False	Not certain	True	Not sure	C	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	In public relation it is believed that in the event of any observable weakness or error of judgment in any area , an organization should be courageous to admit and ready to ___ it.	Correct	Deny	Change	None of the above	A	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	Mutual understanding in public relation requires by definition ___ .	Management function	Two way communication	Unidentified publics	None of the above	B	<input type="checkbox"/> eExam
<input type="checkbox"/>	MCQ	One of the pioneers of Public Relation that issued a declaration of principles to newspaper editors is ___ .	Henry Townsend	MacBride et al	Malcolm X	Ivy Lee	D	<input type="checkbox"/> eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Public relation is a very complex activity, with different areas of specialization which includes __.	Research	Protocol	Free gift	None of the above	A	eExam
<input type="checkbox"/>	MCQ	Public Relation is also necessary in the __ system of any product.	News	Advertising	Feedback	Promotion	C	eExam
<input type="checkbox"/>	MCQ	Seitel (2001) advises that for public relations to work its advice to management must be __.	Unfiltered	Uncensored	Unexpurgated	All of the above	A	eExam
<input type="checkbox"/>	MCQ	Speech delivery must be __ and __.	Short and brief	Long and good	Interesting and long	All of the above	A	eExam
<input type="checkbox"/>	MCQ	The Electricity Corporation of Nigeria now Power Holding Company of Nigeria was the first government parastatal to establish a Public Relations Department in __.	1956	1957	1949	1950	D	eExam
<input type="checkbox"/>	MCQ	The following are important terms for formulating public relations except __.	Mutual interest	Desires	Process	Deliberate	B	eExam
<input type="checkbox"/>	MCQ	The Mexican statement defining public relation was first adopted at the world war in __	1974	1976	1978	1972	C	eExam
<input type="checkbox"/>	MCQ	Being ethical minded means that one checks the implication of ones action before embarking on it__.	False	Uncertain	True	Not sure	C	eExam
<input type="checkbox"/>	MCQ	Effective writing and speaking is the essence of public relation practice __.	False	True	uncertain	none of the above	B	eExam
<input type="checkbox"/>	MCQ	One of these statements best describes writing as __.	an academic skill	communication skill	native skill	a skill that can be acquired	D	eExam
<input type="checkbox"/>	MCQ	One of the characteristics of law is that it provides punishment after an unlawful action __.	False	True	uncertain	none of the above	B	eExam
<input type="checkbox"/>	MCQ	The following is true about the PR concept to the public except__.	Adherence to the rules	Loyalty to the clients	Obedience to the boss	All of the above	A	eExam
<input type="checkbox"/>	MCQ	The impact of the PR can affect the society adversely or otherwise__.	True	False	Not sure	Partially	A	eExam
<input type="checkbox"/>	MCQ	The present day Ministry of Information was formally known as __.	Public Relations Department	Nigeria information service	Nigeria Public Relation office	Office of public relations	B	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	To have a perfect press release it must undergo the ___ process before publication.	Proof reading	Editing	Checking	All of the above	B	eExam
<input type="checkbox"/>	MCQ	Which of the following best describes public relation media __	The mass media	Mass medium	Medium of communicating public relation message	None of the above	C	eExam
<input type="checkbox"/>	MCQ	While advertising is concerned with persuasion, the Public Relation is concerned with ___.	Image making	Profit making	Marketing of products	None of the above	A	eExam

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