

eExam Question Bank

Coursecode:

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Show entries

Search:

<input type="checkbox"/>	Question Type	Question	A	B	C	D	An
<input type="checkbox"/>	FBQ	Propaganda, <input type="text"/> and <input type="text"/> are three concepts public relations is likened to	advertising , journalism				
<input type="checkbox"/>	FBQ	A good example of case studies on environmental public relations in the USA is <input type="text"/>	Exxon oil spillage In Alaska				
<input type="checkbox"/>	FBQ	<input type="text"/> type of agency renders only some aspects of services	Specialty agency				
<input type="checkbox"/>	FBQ	The first element in the TEN-POINT model of public relations is <input type="text"/>	Situational analysis/ problem identification				
<input type="checkbox"/>	FBQ	The provision of adequate well fare packages, incentives and reward of hard work by an organisation to its employees is an example of <input type="text"/> _arm of PR	Employee relations				
<input type="checkbox"/>	FBQ	An organisation's humanitarian services is called <input type="text"/>	Corporate social responsibility				
<input type="checkbox"/>	FBQ	The full meaning of the acronym SWOT is <input type="text"/>	Strength weak-points openness and trust				
<input type="checkbox"/>	FBQ	The acronym IPRA stands for <input type="text"/>	Institute of public relations association				
<input type="checkbox"/>	FBQ	Nwosu and Nkamnebe (2006) itemised <input type="text"/> _measures of determining a successful agency	Eight	8			

<input type="checkbox"/>						
<input type="checkbox"/>	FBQ	The last component of the IPCM or OP Matrix model is <input type="text"/>	Marketing			
<input type="checkbox"/>	FBQ	The first element of the FOUR-STEP model is <input type="text"/>	Research and listening			
<input type="checkbox"/>	FBQ	The overall aim of <input type="text"/> is to maintain support, goodwill, solidarity and mutual understanding	Public relations			
<input type="checkbox"/>	FBQ	<input type="text"/> is necessary to gain all the information needed to execute public relations programme	Research			
<input type="checkbox"/>	FBQ	The acronym CSR stands for <input type="text"/>	Corporate Social Responsibility			
<input type="checkbox"/>	FBQ	Public relations when properly applied can convert hostility to <input type="text"/>	Sympathy			
<input type="checkbox"/>	FBQ	<input type="text"/> _is the first stage of public relations processes	Conceptualisation			
<input type="checkbox"/>	FBQ	A situation where a public relations campaign combines advertising, publicity, news, promotion etc to achieve the single campaign objective is called <input type="text"/>	Integrated marketing communication			
<input type="checkbox"/>	FBQ	Checking from time to time to ensure that the PR campaign programme is running as scheduled by the practitioner is <input type="text"/>	Monitoring/ supervision			
<input type="checkbox"/>	FBQ	"C" in the RACE model stands for <input type="text"/>	Communication			
<input type="checkbox"/>	FBQ	The TEN-POINT symmetric model was propounded by <input type="text"/>	Coulson Thomas			
<input type="checkbox"/>	FBQ	The knowledge of laws of environment is sine-qua-non to attainment of professional <input type="text"/> and <input type="text"/> in the field	Excellence, high standards			

<input type="checkbox"/>						
<input type="checkbox"/>	FBQ	The petroleum Drilling and Production Regulations Act came into existence in <input type="text"/>	1969			
<input type="checkbox"/>	FBQ	A good example of case studies on environmental public relations in the USA is <input type="text"/>	Exxon oil spillage In Alaska			
<input type="checkbox"/>	FBQ	The kind of public relations agency that accepts and handles diverse and all sorts of job is called <input type="text"/>	To withstand competition and counter adverse publicity			
<input type="checkbox"/>	FBQ	A corporate organisation made up of public relations professional practitioners who team up to work as a group to render PR services is <input type="text"/>	Public relations agency			
<input type="checkbox"/>	FBQ	SWOT analysis enables the PR practitioners to gain the knowledge of the <input type="text"/> <input type="text"/> of each medium	Merits, demerits			
<input type="checkbox"/>	FBQ	United Africa Company (UAC) is associated with <input type="text"/> in Nigeria	The growth of public relations			
<input type="checkbox"/>	FBQ	Propaganda <input type="text"/> and <input type="text"/> _are three concepts public relations is likened to	advertising , journalism			
<input type="checkbox"/>	FBQ	The stage at which all the talents necessary to execute the programme are engaged is <input type="text"/>	Recruitment stage			
<input type="checkbox"/>	FBQ	Effective application of public relations can revert IGNORANCE to <input type="text"/>	Knowledge			
<input type="checkbox"/>	FBQ	The stage in the PR process where the packaged messages are sent to the media and their timing and spacing are reached is <input type="text"/>	Placement/ scheduling			

<input type="checkbox"/>						
<input type="checkbox"/>	FBQ	The stage of critical thinking, meditation and ideation to determine what do in a particular PR campaign programme is <input type="text"/>	conceptualisation			
<input type="checkbox"/>	FBQ	<input type="text"/> is necessary to gain all the information needed to execute public relations programme	Research			
<input type="checkbox"/>	FBQ	Effective application of public relations can revert APATHY to <input type="text"/>	Interest			
<input type="checkbox"/>	FBQ	If Niger-Delta stakeholders accuse chevron of polluting their lands and water, as a PR officer of the organisation what measure will you adopt to save you organisation <input type="text"/>	Make effective use of environmental relations			
<input type="checkbox"/>	FBQ	The production stage of public relations processes involves Designing, <input type="text"/> ,	Editing , Packaging			
<input type="checkbox"/>	FBQ	RACE Model was propounded by <input type="text"/>	John Marston			
<input type="checkbox"/>	FBQ	While journalism places high premium on objectivity, public relations is concerned with <input type="text"/>	Ethical values and social responsibilities			
<input type="checkbox"/>	FBQ	The transfer process model was enunciated by <input type="text"/>	Frank Jefkins			
<input type="checkbox"/>	FBQ	If your organisation runs into bad portrayal in news, what aspect of public relations will you engage to solve this problem <input type="text"/>	Media relations			
<input type="checkbox"/>	FBQ	Public relations when properly applied can convert hostility to <input type="text"/>	Sympathy			
<input type="checkbox"/>	FBQ	RACE Model was propounded by <input type="text"/>	John Marston			

<input type="checkbox"/>						
<input type="checkbox"/>	FBQ	<input type="text"/> is the highest ranking officer in PR (consultancy) agency	The president	CEO		
<input type="checkbox"/>	FBQ	<input type="text"/> <input type="text"/> _ basically boosted the practice of public relations	Colonialism ,Christianity			
<input type="checkbox"/>	FBQ	A public relations campaign designed to help the public avoid activities that could bring killer diseases is classified under <input type="text"/>	Environmental relations			
<input type="checkbox"/>	FBQ	The acronym CSR stands for <input type="text"/>	Corporate Social Responsibility			
<input type="checkbox"/>	FBQ	Environmental public relations is a relatively new <input type="text"/> <input type="text"/>	Field,practice			
<input type="checkbox"/>	FBQ	An organisation's humanitarian services is called <input type="text"/>	Corporate social responsibility			
<input type="checkbox"/>	FBQ	The first stage of public relations processes is <input type="text"/>	Conceptualisation			
<input type="checkbox"/>	FBQ	<input type="text"/> observed that the environment can no longer be taken for granted	UN			
<input type="checkbox"/>	FBQ	The act of scribing the communication messages to sell an idea of public relations of an organisation is called <input type="text"/>	Copywriting			
<input type="checkbox"/>	FBQ	The full meaning of the acronym SWOT is <input type="text"/>	Strength weakness opportunity and threat			
<input type="checkbox"/>	FBQ	An organisation's "publics" refers to <input type="text"/>	Every person affected by the activities of the organisation			
<input type="checkbox"/>	FBQ	Johnson and Johnson company recovered its reputation despite selling poisoned Tylenol because of the following reasons <input type="text"/>	It used mass media effectively to counter all attacks against the drug and corporate organisation			

<input type="checkbox"/>						
<input type="checkbox"/>	FBQ	Public relations when properly applied can convert PREJUDICE to <input type="text"/>	Sympathy			
<input type="checkbox"/>	FBQ	An action undertaken by a PR practitioner to determine whether a campaign programme was a success or failure is <input type="text"/>	Nwosu 1996			
<input type="checkbox"/>	FBQ	IPCM or OP-Matric Model came into existence when <input type="text"/>	1986			
<input type="checkbox"/>	FBQ	A good example of case studies on environmental public relations in Nigeria is <input type="text"/>	Nigeria's 2012 flood disaster			
<input type="checkbox"/>	FBQ	A symbolic representation designed to enable us visualise elements in a given system or structure is called <input type="text"/>	Model			
<input type="checkbox"/>	FBQ	The colonial government established Information Office in Lagos, later called Public Relations Department in <input type="text"/>	1940			
<input type="checkbox"/>	FBQ	A situation where a public relations campaign combines advertising, publicity, news, promotion etc to achieve the single campaign objective is called <input type="text"/>	Integrated marketing communication			
<input type="checkbox"/>	FBQ	The transfer process model was enunciated by <input type="text"/>	Frank Jefkins			
<input type="checkbox"/>	FBQ	<input type="text"/> <input type="text"/> basically boosted the practice of public relations	Colonialism, Christianity			
<input type="checkbox"/>	FBQ	United Africa Company (UAC) is associated with <input type="text"/> in public relations	The growth of public relations			
<input type="checkbox"/>	FBQ	<input type="text"/> _arm of public relations is employed to take of organisation's key stakeholders and customers' needs respectively	Stakeholders/consumer relations			

<input type="checkbox"/>							
<input type="checkbox"/>	FBQ	<input type="text"/> ____currently controls the practice of public relations in Nigeria	Nigeria Institute of Public Relations	NIPR			
<input type="checkbox"/>	FBQ	Earthquakes and urbanization are examples of <input type="text"/>	Destructive threats to the environment				
<input type="checkbox"/>	FBQ	The two elements of Asymmetric model are <input type="text"/> and <input type="text"/>	Information flow is both to and fro, it gives room for feedback				
<input type="checkbox"/>	FBQ	The overall aim of <input type="text"/> is to maintain support, goodwill, solidarity and mutual understanding	Public relations				
<input type="checkbox"/>	FBQ	Public relations plans, predicts issues and their <input type="text"/> for an organisation	Consequences				
<input type="checkbox"/>	FBQ	The Decree establishing NIPR is <input type="text"/>	Decree No.66 of 1990				
<input type="checkbox"/>	FBQ	Nwosu and Nkamnebe (2006) itemised <input type="text"/> measures of determining a successful agency	Eight	8			
<input type="checkbox"/>	FBQ	The officer that accounts directly to the chief executive officer in PR agency is <input type="text"/>	Director of PR				
<input type="checkbox"/>	FBQ	There are <input type="text"/> processes of public relations	Eight	8			
<input type="checkbox"/>	FBQ	The first element of the FOUR-STEP model is <input type="text"/>	Research and listening				
<input type="checkbox"/>	MCQ	Pick out the odd item from the list _____	Laptops	Digital camera	Web television	Brochures	D
<input type="checkbox"/>	MCQ	According to Idemili (1992) public relations applies all but one in the list _____	Truth	Full information	Empathy	Propaganda	D
<input type="checkbox"/>	MCQ	The acronym IPRA stands for _____	International public relations association	Institute of public relations association	Institute of practitioners relations agency	Institute of public relations agency	A
<input type="checkbox"/>	MCQ	To professionalise the practice of PR, the government in _____ promulgated decree No. 16	1990	1995	1985	1945	A

<input type="checkbox"/>	MCQ	Public relations in its earlier stage was conceived as _____	Deception	Mis-information	Exploitation	Agent of change	D
<input type="checkbox"/>	MCQ	The colonial government established Information Office in Lagos, later called Public Relations Department in _____	1949	1959	1968	1940	D
<input type="checkbox"/>	MCQ	The production stage of public relations processes involves all but one of the following _____	Designing	Editing	Packaging	Planning	D
<input type="checkbox"/>	MCQ	A situation where a public relations campaign combines advertising, publicity, news, promotion etc to achieve the single campaign objective is called _____	Integrated marketing communication	Public relations	Advertising campaign and strategy	Multiple public relations campaign strategy	A
<input type="checkbox"/>	MCQ	One in the list is not public relations model _____	Two-Way Asymmetric model	Two-symmetric model	Public information model	The Five-Step model of PR	D
<input type="checkbox"/>	MCQ	A symbolic representation designed to enable us visualise elements in a given system or structure is called _____	Model	Theory	Paradigm	Hypothesis	A
<input type="checkbox"/>	MCQ	The full meaning of the acronym SWOT is _____	Strength , weakness, opportunity and threat	Strength , weak-points, openness and trust	Strict, weak-points, opportunity and truth	Strength, work, operate and trust	A
<input type="checkbox"/>	MCQ	Select the odd item from the list _____	Colloquium	Oral festivals	Conventions	Teleconferencing	D
<input type="checkbox"/>	MCQ	The following are print instruments of public relations except _____	Tracts	Catalogues	Almanacs	e-mail	D
<input type="checkbox"/>	MCQ	Pick out the odd item from the list _____	The Mineral Acts of 1946	Petroleum Decree (Act) of 1969	Petroleum Refining Regulations of 1974	Petroleum and Mining Act of 1969	D
<input type="checkbox"/>	MCQ	One of these is not example of national policy on environment _____	FEPA Decree No. 58 of 1988	NEPMSHWR 1991	Federal Environmental Relation Agency (CAP 131 LFN)	Federal Environmental regulation Agency (CAP. 131 LFN)	D
<input type="checkbox"/>	MCQ	The knowledge of the laws of the land is imperative for the environmental PR practitioner to succeed _____	False	False to some extent	True to some extent	True	D
<input type="checkbox"/>	MCQ	Johnson and Johnson company recovered its reputation despite selling poisoned Tylenol because of the following reasons _____	It planned a formidable public communication and public relations strategies	The organisation has a creed which spelt out its standards	It too k cognisance of all stakeholders and it paid off	It used mass media effectively to counter all attacks against the drug and corporate organisation	D
<input type="checkbox"/>	MCQ	A good and clear example of case studies on environmental public relations in Nigeria is _____	The Chevron oil spillage that destroyed plants and animals	Union carbide chemical in Bhopal, India	Nigeria's 2012 flood disaster	Chevron media attack of Niger-Deltans	C

<input type="checkbox"/>							
<input type="checkbox"/>	MCQ	Public relations ethics enables practitioners to achieve all of these except one_____	Leads to strict adherence to the laws governing the discipline	It is a root to professionalism	Ensures that practitioners operate as they wish	It assists quick attainment of organisational objectives	C
<input type="checkbox"/>	MCQ	An action undertaken by a PR practitioner to determine whether a campaign programme was a success or failure is_____	Evaluation	Briefing	Success and failure assessment	Success and failure action	A
<input type="checkbox"/>	MCQ	The act of scribing the communication messages to sell an idea of public relations of an organisation is called_____	Scribing	Production	Copywriting	Message writing	C
<input type="checkbox"/>	MCQ	_____observed that the environment can no longer be taken for granted	AU	NEMA	UN	FEPA	C
<input type="checkbox"/>	MCQ	The following are strategies of environmental PR _____	Demarketing strategy	Relationship strategy	Human resources management	Management strategy	D
<input type="checkbox"/>	MCQ	The first stage of public relations processes is_____	Research	Planning	Budgeting	Conceptualisation	D
<input type="checkbox"/>	MCQ	Ethics is important and should be observed by environmental PR practitioners _____	True	FALSE	True to some extent	None of the options	A
<input type="checkbox"/>	MCQ	The following are ways of resolving environmental issues through environmental PR_____	Inigorated mobilization of the publics	Involvement of experts and professionals	Collaborative engagement with others	Harmonising and gathering resources	D
<input type="checkbox"/>	MCQ	One is odd in the list_____	Rising temperature	Warming oceans	Reduced agricultural yields	Improved environment	D
<input type="checkbox"/>	MCQ	Fish out the odd item in the list_____	Advocacy	Planning	Budgeting	Conceptualisation	A
<input type="checkbox"/>	MCQ	According to Belch and Belch, all except one of these is not aprocess of environmental PR_____	Determining and evaluating public attitude	Establishing a public relations plan	Budgeting for the programme	Developing the programme	C
<input type="checkbox"/>	MCQ	_____ is the final stage of public relations processes	Research	Planning	Budgeting	Evaluation	D
<input type="checkbox"/>	MCQ	_____advocates for an environment in which man is at harmony with his environment in_____	Black,1989	Epelle,2005	Nwosu,1996	Aliede, 1986	C
<input type="checkbox"/>	MCQ	IPCM or OP-Matric Model came into existence when _____	1967	1945	1996	1986	D
<input type="checkbox"/>	MCQ	Public relations when properly applied can convert PREJUDICE to _____	Apathy	Acceptance	Interest	Sympathy	D
<input type="checkbox"/>	MCQ	Pick the odd item _____	Information management	Research	Misinformation	Editing	C

<input type="checkbox"/>	MCQ	Why must environmental PR be planned _____	To meet clients expectation	To safeguard resources	To withstand competition	All of the options	A
<input type="checkbox"/>	MCQ	All except one of the following affect the practice of environmental PR _____	Inadequate manpower	Weak regulatory authority	Colonialism and Christianity	Huge cost of some environmental campaign	C
<input type="checkbox"/>	MCQ	One of these is a key objective of environmental PR _____	Conceptualises, plans, produces and packages environmental public relations education, enlightenments and information programmes	Predicts trends and their consequences	Defends the environment from attacks	Ensures sustainable environment	A
<input type="checkbox"/>	MCQ	The following are strategies of environmental PR _____	Demarketing strategy	Relationship	Human resources management	Management strategy	D
<input type="checkbox"/>	MCQ	Communication is needed for effective crisis management _____	True	False	True to some extent	None of the options	A
<input type="checkbox"/>	MCQ	Effective crisis management relies on all but one of these _____	Well defined corporate policies and procedure of crisis management	Establishing communication system and equipping it	Giving responsibility to staff to be involved in tackling such crisis	Informing security agencies in time	D
<input type="checkbox"/>	MCQ	One of the following is not parts of the Cs of communication _____	Clarity	Content	Continuity	Complexity	D
<input type="checkbox"/>	MCQ	Communication is necessary for environmental public relations_____	Yes	To some extent	No	None of the options	A
<input type="checkbox"/>	MCQ	An organisation's "publics" refers to _____	Every person affected by the activities of the organisation	The stakeholders only	The media and stakeholders	None of the options	A
<input type="checkbox"/>	MCQ	An organisation's humanitarian services is called_____	Organisational humanitarian service	Community social services	Corporate social responsibility	Organisational Social services	C
<input type="checkbox"/>	MCQ	Environmental public relations is a relatively new _____ and_____	Communication and field	Field and practice	Profession and field	Practice and communication	B
<input type="checkbox"/>	MCQ	The acronym CSR stands for _____	Community social relations	Corporate social relations	Corporate Social Responsibility	Corporate social responsibilities	C
<input type="checkbox"/>	MCQ	A public relations campaign designed to help the public avoid activities that could bring killer diseases is classified under _____	Public relations	Customers relations	Environmental relations	Public enlightenment	C
<input type="checkbox"/>	MCQ	_____observed that the environment can no longer be taken for granted	AU	ECOWAS	UN	FEPA	C
<input type="checkbox"/>	MCQ	Nwosu in the year _____ advocated for an environment in which man is at harmony with his environment.	1989	2005	1996	1986	C

<input type="checkbox"/>							
<input type="checkbox"/>	MCQ	If Niger-Delta stakeholders accuse Chevron of polluting their lands and water, as a PR officer of the organisation what measure will you adopt to save you organisation	Issue press statement to discounter the accusation	Adopt stakeholders relations	Make effective use of environmental relations	Massive outreach	C
<input type="checkbox"/>	MCQ	The acronym NIPR stands for _____	National institute of public relations	News and information production relations	Nigerian institute of public relations	Nigerian institute of practitioners relations	C
<input type="checkbox"/>	MCQ	A public relations practitioner must possess the following qualities except _____	Must be certified	Must be creative	Must be a government official	Should be credible	C
<input type="checkbox"/>	MCQ	United Africa Company (UAC) is associated with _____ in Nigeria	The growth of public relations	Formulation of PR model	Maintenance of peace	Production and distribution of goods	A
<input type="checkbox"/>	MCQ	_____ and _____ basically boosted the practice of public relations	Mass media growth	Government recognition of its importance	Colonialism and Christianity	Massive outreach	C
<input type="checkbox"/>	MCQ	Organisations need the services of public relations for all the following reasons except	To withstand competition	For countering adverse publicity	Reacting to globalisation	Management philosophy	D
<input type="checkbox"/>	MCQ	An agency is said to be a successful one if it _____	Has creative talents	Maintains consistent quality services	Misses deadlines	Has integrity and honesty	C
<input type="checkbox"/>	MCQ	_____ is the highest ranking officer in PR (consultancy) agency	Director of PR	The president (CEO)	The proprietor	The manager	B
<input type="checkbox"/>	MCQ	An action undertaken by a PR practitioner to determine whether a campaign programme was a success or failure is _____	Evaluation	Briefing	Success and failure assessment	Success and failure action	A
<input type="checkbox"/>	MCQ	The act of scribing the communication messages to sell an idea of public relations of an organisation is called _____	Scribing	Production	Copywriting	Message writing	C
<input type="checkbox"/>	MCQ	_____ is the first stage of public relations processes	Research	Planning	Budgeting	Conceptualisation	D
<input type="checkbox"/>	MCQ	The planning stage of public relations processes involves all but one of these _____	Media selection	Choice of media	Budgeting	Recruitment	B
<input type="checkbox"/>	MCQ	IPCM or OP-Matric Model came into existence when _____	1967	1945	1996	1986	D
<input type="checkbox"/>	MCQ	RACE Model was propounded by _____	John Marston	Frank Walsh	Cutlip and Allen Center	Scot Joseph	A
<input type="checkbox"/>	MCQ	The FOUR-steps model of PR involves all except _____	Research and listening	Communication and action	Organising and planning	Evaluation and assessment	C
<input type="checkbox"/>	MCQ	The transfer process model was enunciated by _____	Frank Jefkins	Frank Jefkin	Jonathan Aliede	IkechukwuNwosu	A

<input type="checkbox"/>							
<input type="checkbox"/>	MCQ	If your organisation runs into bad portrayal in news, what aspect of public relations will you engage to solve this problem	Environmental public relations	Marketing relations	News relations	Media relations	D
<input type="checkbox"/>	MCQ	Public relations when properly applied can convert hostility to _____	Apathy	Acceptance	Interest	Sympathy	D
<input type="checkbox"/>	MCQ	Public relations does not work with one of these	Advertising	Marketing	Publicity	Individuals	D
<input type="checkbox"/>	MCQ	While journalism places high premium on objectivity, public relations is concerned with _____	Ethical values and social responsibilities	Accuracy	Courage	Balance and fairness	A
<input type="checkbox"/>	MCQ	Nweke (2001) and Essen (2001) identified all as what PR practitioners do except _____	Image auditing	Memoranda construction	Public communication	Corporate communication	B
<input type="checkbox"/>	MCQ	Pick the odd item _____	Information management	Research	Misinformation	Editing	C
<input type="checkbox"/>	MCQ	_____ arm of public relations is employed to take care of organisation's key stakeholders and customers' needs respectively	Environmental/stakeholders public relations	Stakeholders/international relations	customers/stakeholders relations	Stakeholders/consumers relations	D
<input type="checkbox"/>	MCQ	Public relations do not perform one of these roles	Analyses present trends and predict their consequences	Assists organisations to overcome competition	Enables organisations combat negative publicity and propaganda	Assists governments and organisations to extort the public	D
<input type="checkbox"/>	MCQ	The following are components of environmental PR except _____	Community	Ecosystem	Earthquakes	Environment	C
<input type="checkbox"/>	MCQ	All except one of the following is not an exponent of public relations ____	Sam Black	George Ume	Rex Hallow	Sam Epelle	B

Showing 1 to 150 of 150 entries

Previous **1** Next