

Answer: A; Pages: 92–93

6. The standard industry practice among public relations firms is to bill clients:
- A) at least double a person's salary.
  - B) on a going industry rate mandated by the PRSA.
  - C) at least three times a person's salary.
  - D) commensurate with account managers in the current local marketplace.
  - E) using a sliding scale based on the client's revenues.

Answer: C; Page: 103

7. Which is NOT considered a major source of friction for the public relations function within an organization?
- A) Human resources
  - B) Accounting
  - C) Legal
  - D) Marketing
  - E) All of the above are areas of friction

Answer: B; Page: 94

8. The trend toward purchasing expert communication services from outside the organization is referred to as:
- A) boundary spanning.
  - B) encroachment.
  - C) outsourcing.
  - D) agency public relations.
  - E) resource deployment.

Answer: C; Page: 95

9. Until the 1970s, the largest public relations firms were independently owned by:
- A) their founders.
  - B) large, diversified holding companies.
  - C) government contractors.
  - D) advertising agencies.
  - E) communication co-ops.

Answer: A; Page: 98

10. A person who formulates recommendations and advises management in an organization is fulfilling a \_\_\_\_\_ function.
- A) line
  - B) staff
  - C) consultant
  - D) systems
  - E) expert

Answer: B; Page: 92

TEST BANK

11. If a benefits brochure prepared by the personnel department must have approval from the public relations department before production, the public relations department is described as having:
- A) advisory authority.
  - B) compulsory-advisory authority.
  - C) concurring authority.
  - D) command authority level.
  - E) advise and consent.

Answer: C; Page: 93

12. When the corporate organization chart allows management to ignore or not require the input of public relations staff regarding a problem, public relations is at the \_\_\_\_\_ level.
- A) advisory
  - B) compulsory
  - C) concurring authority
  - D) command authority
  - E) inconsequential

Answer: A; Page: 92

13. Today's public relations firms offer all of the following EXCEPT:
- A) executive speech training.
  - B) research and evaluation.
  - C) advertising placement.
  - D) events management.
  - E) crisis communication.

Answer: C; Page: 97

14. Clients often criticize public relations firms for all of the following EXCEPT:
- A) superficial grasp of the client's problems.
  - B) lack of a full-time commitment.
  - C) hype and elaborate promises of success.
  - D) high costs.
  - E) resentment by internal staff.

Answer: C; Page: 102

15. All of the following are frequently cited areas for public relations job growth EXCEPT:
- A) health care
  - B) entertainment
  - C) technology
  - D) nonprofit
  - E) financial products

Answer: B; Page: 96

16. Integrated Communication programs require all of the following EXCEPT:
- A) coalition building among departments.
  - B) department heads should report to the same superior.
  - C) informal, regular contacts with representatives from other departments.

- D) eliminating the distinctions between the various fields.
- E) written policies spelling out responsibilities.

Answer: D; Page: 94

17. According to O'Neil, all of the following factors determine whether public relations practitioners have influence in their organizations EXCEPT:
- A) perception of value by top management.
  - B) practitioners taking on managerial role.
  - C) size of salaries.
  - D) reporting to the CEO.
  - E) all of these are factors.

Answer: C; Page: 89

18. Other names used for public relations departments include all of the following EXCEPT:
- A) sales.
  - B) corporate relations.
  - C) public affairs.
  - D) marketing communications.
  - E) community relations.

Answer: A; Page: 91

19. \_\_\_\_\_ is a service many public relations agency provide that is designed to establish a company brand and its reputation for quality.
- A) Crisis communication
  - B) Branding
  - C) Public affairs
  - D) Research and evaluation
  - E) Executive speech training

Answer: B; Page: 97

20. All of the following are multinational communication conglomerates EXCEPT:
- A) Omnicom
  - B) WPP
  - C) Interpublic
  - D) Publicis
  - E) Sony

Answer: E; Page: 100

## 5.2 True/False Questions

1. Public relations has a generally mediocre return on investment (ROI) of about 120 percent.

Answer: FALSE; Page: 88

2. In Fortune 500 companies, the department label of "public relations" outnumbers "corporate communications" or "communications" by a 4 to 1 ratio.