

Public Relation

1. This person was the first Public Relations counsel who opened a publicity office in 1903. Identify him.
 - a) Lee Ivy
 - b) Ivan Lee
 - c) Ivy Lee
 - d) Lee Ivan

2. Higher moral standards and ethical conduct in business have contributed to the growth and development of Public Relations.
 - a) True**
 - b) False

3. Which one of the following is pertaining to the reason for appointing a PR consultancy? Identify.
 - a) To provide only ordinary and routine services and not any specialised services
 - b) To plan but not to execute a complete Public Relations programme
 - c) To take care of Public Relations advertisement assignments such as Public Relations in connection with participation in an exhibition**
 - d) Not to arrange for print design

4. Identify the Opinion Leaders.
 - a) TV or Silver Screen and Sports Personalities
 - b) Civil Servants and Government Officers
 - c) Advisory Services and Information Bureau
 - d) All of the above**

5. They may well be ignorant, hostile or prejudiced but certainly not apathetic. They are:-
 - a) Opinion Leaders**
 - b) Opinion Seekers
 - c) Opinion Makers
 - d) Policy Makers

6. Identify the Opinion Leaders.
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 - d) All of the above**