

**MID SEMESTER EXAMINATION**  
**ACADEMIC YEAR 2018/EVEN SEMESTER (20182)**

Subject : INTRO TO PR  
Lecturer : MOHAMMAD SHIHAB  
Study Program : COMMUNICATION

Instructions to students

1. This examination consists of 3 pages and 2 sections.
2. Print all these sheets and all answers are to be written **on the question sheets**.
3. Students are to use proper English and are required to write neatly and clearly.
4. Deadline: 28 February 2019, 10 AM

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NAME : .....

PROGRAM : .....

SIGNATURE: .....

NO QUESTIONS ON THIS PAGE

**A. Directions: The statements below are all FALSE. Edit them to make them TRUE. (60)**

1. Public relations is now a local occupation and implemented in many corners of the world in different ways.
2. Academic and practitioner definitions of public relations are similar.
3. *Collective view* of public opinion refers to issues that emerge through rational discussion in the population.
4. A *stakeholder* is someone who has no interest (stake) in the organisation, which may be direct or indirect interest as well as active or passive, known or unknown, recognised or unrecognised
5. *Corporate philanthropy* is 'a way of getting something back into local communities, improving quality of life for employees, and practicing corporate citizenship'
6. A *whistleblower* is someone who speaks out about an organisation's ethical behaviour or malpractice.
7. *International public relations* is the planned communication activity of a (multinational) organisation, a supra- or international institution or government to create a positive and receptive environment through interactions in the target country which facilitates the organisation (or government) to achieve its policy or business objectives by harming the interests of the host publics.
8. *Game theory* is based on observations about negotiation and compromise that demonstrate that many conflicts are based on the zero-sum principle, whereby for someone to win, their opponent has to win as well.
9. Open systems are systems that take their environment into account and maintain their business activities accordingly.
10. One very practical reason for planning public relations activity is that planning focuses effort – by eliminating necessary and low-priority work.
11. An affective objective discourages the target public to form a particular attitude, opinion or feeling about a subject.

12. The 'passive' audience (or at least the audience that is seen as being passive) passively responds to and accepts media content, rather than passively engaging intellectually and emotionally with it.
13. Stakeholders are those who have no stake or interest in a particular organisation, i.e. 'they depend on the organisation to fulfil their own goals and on whom, in turn, the organisation depends.'
14. Apathetic publics disregard hot issues/problems.
15. A *critical public* is satisfied with the status quo.

**B. Directions: Explain how PR is different to Marketing and Advertising! (40)**