

Quiz Grade: 80.0% (A)

Quiz Submission

Public Relations 101

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Total Questions: 10

Course Information

Course Title: Public Relations 101
Course Code: LCPRE 477
Credit Hours: 3

Quiz Questions, Student Answers, and Correct Answers

Question 1 of 10

Multiple Choice Question

Which of the following is NOT a key element of public relations?

Available Options:

(A) Media relations

(B) Advertising ← STUDENT SELECTED ← CORRECT ANSWER

(C) Crisis management

(D) Marketing

Student's Answer: Option B: Advertising

Correct Answer: Option B: Advertising

Question 2 of 10

Text Answer Question

What is the main goal of public relations?

Student's Answer:

To create and maintain a positive public image and mutual understanding between an organization and its stakeholders

Correct Answer:

To build and maintain a positive image and reputation for an organization or individual

Question 3 of 10

Multiple Choice Question

Which of the following is NOT a component of the RACE model of public relations?

Available Options:

(A) Research

(B) Analysis ← STUDENT SELECTED ← CORRECT ANSWER

(C) Communication

(D) Evaluation

Student's Answer: Option B: Analysis

Correct Answer: Option B: Analysis

Question 4 of 10

Text Answer Question

What is the difference between public relations and advertising?

Student's Answer:

Public relations = managing reputation and relationships Advertising = paid promotion to persuade people to buy or take action

Correct Answer:

Public relations focuses on building relationships and managing reputation, while advertising focuses on promoting a product or service

Question 5 of 10

Multiple Choice Question

Which of the following is NOT an example of a PR crisis?

Available Options:

(A) Product recall

(B) Social media backlash

(C) Negative press coverage

(D) New product launch ← STUDENT SELECTED ← CORRECT ANSWER

Student's Answer: Option D: New product launch

Correct Answer: Option D: New product launch

Question 6 of 10

Text Answer Question

What is the purpose of a press release?

Student's Answer:

To inform the media and the public about newsworthy events or announcements

Correct Answer:

To provide information to the media in hopes of gaining coverage and publicity for an organization or event

Question 7 of 10

Multiple Choice Question

Which of the following is a key skill for a successful public relations professional?

Available Options:

(A) Graphic design

(B) Data analysis

(C) Writing ← STUDENT SELECTED ← CORRECT ANSWER

(D) Sales

Student's Answer: Option C: Writing

Correct Answer: Option C: Writing

Question 8 of 10

Text Answer Question

What is the difference between internal and external communication in public relations?

Student's Answer:

Internal communication = communication within an organization aimed at employees, managers and other members of the organization that helps with teamwork, sharing information.
External communication = communication between the organization and people outside it such as customers, the media, investors, government bodies and the general public.

Correct Answer:

Internal communication focuses on communication within an organization, while external communication focuses on communication with stakeholders outside of the organization

Question 9 of 10

Multiple Choice Question

Which of the following is an example of a crisis communication strategy?

Available Options:

(A) Denying the crisis

(B) Blaming others

(C) Issuing an apology ← STUDENT SELECTED ← CORRECT ANSWER

(D) Ignoring the crisis

Student's Answer: Option C: Issuing an apology

Correct Answer: Option C: Issuing an apology

Question 10 of 10

Text Answer Question

What is the purpose of a media kit?

Student's Answer:

The purpose of a media kit is to provide journalists and media outlets with important information and resources about an organization, person, event, or product.

Correct Answer:

To provide information and resources to members of the media for coverage of an organization or event

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