

Public relations specialist

 Test duration: 45 minutes

 Difficulty level: **Moderate**



1. What is a primary goal of public relations?

- A) Generating immediate sales
- B) Building and maintaining a positive public image
- C) Designing product packaging
- D) Managing social media ads

Correct answer: B) Building and maintaining a positive public image

2. When is it most effective to issue a press release?

- A) After a product recall
- B) When announcing a significant company milestone or event
- C) During routine operations
- D) Only during a crisis

Correct answer: B) When announcing a significant company milestone or event

3. Which strategy best handles negative media coverage?

- A) Ignoring it until it fades
- B) Responding promptly with a factual and measured statement
- C) Denying all accusations
- D) Blaming competitors

Correct answer: B) Responding promptly with a factual and measured statement

4. What's the purpose of a media kit?

- A) To send press invitations
- B) To provide journalists with comprehensive resources about a company or product
- C) To create advertising content
- D) To conduct market research

Correct answer: B) To provide journalists with comprehensive resources about a company or product

5. Which tool is most useful for monitoring brand mentions online?

- A) Media buying platforms
- B) Social listening tools
- C) Email marketing software
- D) Direct mail services

Correct answer: B) Social listening tools

6. What's a key consideration when planning a PR campaign?

- A) The campaign's alignment with the company's overall brand strategy and messaging
- B) The speed at which it can be executed
- C) Reducing costs as much as possible
- D) Avoiding any controversial topics

Correct answer: A) The campaign's alignment with the company's overall brand strategy and messaging

7. How should you handle a PR crisis?

- A) Wait to see if it resolves on its own
- B) Address it immediately with transparency and a clear action plan
- C) Redirect focus to another issue
- D) Avoid media inquiries

Correct answer: B) Address it immediately with transparency and a clear action plan

8. Why is it important to build relationships with journalists?

- A) To guarantee positive coverage
- B) To ensure they publish press releases unedited
- C) To facilitate better media coverage and ensure accurate reporting
- D) To gain inside information about competitors

Correct answer: C) To facilitate better media coverage and ensure accurate reporting

9. What is a common measure of success for a PR campaign?

- A) Number of press releases issued
- B) Quality and quantity of media coverage and public sentiment
- C) Social media engagement
- D) Advertising spend

Correct answer: B) Quality and quantity of media coverage and public sentiment

10. What's crucial when preparing for a press conference?

- A) Ensuring the venue is large
- B) Having a clear message and anticipating questions
- C) Inviting as many people as possible
- D) Keeping the event informal

Correct answer: B) Having a clear message and anticipating questions