Quiz

Sessi 1

1. Key Publics – Which one is not deemed as Key Publics ?
    A. Employees
    B. Suppliers
    C. Competitors
    D. A,B and C are all deemed as Key Publics

2. “Public relations is a planned process to influence public opinion, through sound character and proper performance, based on mutually satisfactory two-way communication.”. That is the definition of PR written by :
    A. Denny Griswold
    B. Edward Bernays
    C. Ivy Lee
    D. Fraser P. Seitel

3. Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance. That is the definition of PR written by :
    A. Denny Griswold
    B. Edward Bernays
    C. Ivy Lee
    D. Fraser P. Seitel

4. Providing Information given to the public, persuasion directed at the public to modify attitudes and actions, and efforts to integrate attitudes and actions of an institution with its publics and of publics with those of that institution. That is the definition of PR written by :
    A. Denny Griswold
    B. Edward Bernays
    C. Ivy Lee
    D. Fraser P. Seitel

5. Communications professor John Marston suggested a four-step model based on specific functions, abbreviated as RACE. RACE stands for :
    A. Religion, Access, Competition, Economy
    B. Research, Action, Communication, Evaluation
    C. Reach, Accent, Chips, Ecology
    D. Room, Amenity, Comparison, Equation

Sesi 2

1. Public Relations theory and practices have been evolved that influenced by several society trends. Which of the following that are not part of the social trends:

1. Growth of big institutions
2. **Korean wave**
3. Public awareness
4. Growth of social media
5. Technology developments

2. Professor Marshal McLuhan stated that the world would become a…..

1. Global network
2. Global intuition
3. **Global village**
4. Global media
5. Global disaster

3. Which of the following categorized as the growth of big institutions?

1. **Apple Macintosh**
2. Grocery stores
3. Local banks
4. Small government
5. Local media

4. According to Prof. Marshal McLuhan, what is Global village?

1. Witness events only from one specific media platform
2. Witness events at the place that is being held
3. Witness in a court of justice
4. Witness of an individual being elected
5. **Witness events anywhere in real time**

5. As the development of technology and internet, which of the following has a great impact in approaching a good relation with the customer?

1. Network entertainment
2. **Social media**
3. Economic sectors
4. Public services
5. Convenient stores

Session 3

1. When opninions become strong enough, they lead to verbal or behavioral actions :
    a. **Attitudes-Opinions-Actions**
    b. Opinions-Attitudes-Actions
    c. Attitudes-Actions-Opinions
    d. Actions-Attitudes-Opninios

2. What is an opinion ?
    a. **The expression of an attitude on a particular topic.**
    b. The way of people thinking
    c. The attitude of a person of something
    d. The action of a person toward something

3. The primary focus of the practice of public relations is :
    a. **Trying to influence an individual's attitude.**
    b. To make people to influence something.
    c. To provide information only
    d. To create a good opinion

4. Research indicates that :
    a. **Attitudes and behaviors are situational**
    b. Attitudes and behaviors are not situational
    c. Attitudes and behaviors are difficult to explain
    d. Attitudes and behaviors are not situational

5. The most essential element in influencing public opinion is :
    a. **The principle of public opinion**
    b. The principle of behaviors
    c. The aim of attitudes
    d. The goal of an action

Session 4

1. The best public relations campaign in the world :
    a. **Cant build trust**
    b. Can build trust
    c. May build trust
    d. May not build trust

    When reality is destroying it

2. Research indicates that attitudes may more likely be evaluations people make about specific problems or issues :
    a. **The statement is correct.**
    b. The statement is incorrect
    c. The statement is confusing
    d. The statement is irrelevant

3. A thoughtful public relations program can crystallize attitudes, reinforce beliefs, and occasionally change public opinion
    a. **The opinions to be changed or modified must be identified and understood.**
    b. The attitudes to be changed or modified must be criticized and understood.
    c. The attitudes to be hoped or noted must be criticized and understood
    d. The brand to be changed or modified must be understood

4. A thoughtful public relations program can crystallize attitudes, reinforce beliefs, and occasionally change public opinion
    a. **Target publics must be clear**
    b. Target opinion must be set.
    c. Target market must be understood
    d. The beliefs must be changed

5. Once self-interest is involved, opinions are slow to change:
    a. **The statement is correct**
    b. The statement is incorrect
    c. The statement is irrelevant
    d. The statement is confusing

Session 5

1. The best public relations programs can be measured in terms of achieving results in building the key relationships on which the organization depends. The statement is :
    a. **True**
    b. False
    c. Different
    d. Irrelevant

2. Before organizing for public relations work, practitioners must consider objectives and strategies, planning and budgets, and research and evaluation. The overall process of PR Plan is :
    a. **Environment-Business Objectives-PR Objectives and Strategies-PR Programs**
    b. Environment- PR Objectives and Strategies-Business Objectives-PR Programs
    c. PR Programs- Environment- PR Objectives and Strategies-Business Objectives
    d. PR Programs- PR Objectives and Strategies-Business Objectives-Environment

3. Four steps of PR Management Process :
    a. Defining Problem or Opportunity-Action- Evaluation- Programming
    b. **Defining Problem or Opportunity- Programming-Action-Evaluation**
    c. Defining Problem or Opportunity-Action-Programming-Evaluation
    d. Defining Problem or Opportunity-Action-Evaluation-Programming

4. How the PR plan's results will be measured and evaluated against a previously set benchmark or desired outcome is the step of :
    a. Budgeting
    b. Implementation
    c. Monitoring and Evaluation
    d. Situation analysis

5. Below are among the roles and duties of PR :
    a. Website Management,Financial Control, Internal Audit
    b. Media Relations, Internal Communication, Crisis Management
    c. Customer Relations, Operation Control
    d. None of the above is correct

Session 6. Ethics

1. Public relations should have an awareness of what their publics' likely reactions towards the actions of their company. The statement is :
    a. **True**
    b. False
    c. Different
    d. Irrelevant

2. Always testing information, reporting in a balanced manner, not mixing judgmental facts and opinions, and applying the presumption of innocence is Indonesian Journalist Code of Ethics article :

    a. **3**
    b. 11
    c. 9
    d. 2
3. Below is one of the Principles of Ethical Communications
    a. Researching current attitudes and opinions about the issue, product, candidate, or company in question and determining the essence of the problem
    b. **Promote communication climates of caring and mutual understanding that respect the unique needs and characteristics of individual communicators**
    c. Always increasing the PR Values of the company
    d. None of the above is correct

4. Transparency as one of the Good Corporate Governance Principles means :
    a. Fairness and equality in fulfilling the rights of Stakeholders (stakeholders) that arise based on agreements and laws and regulations.
    b. **Openness in carrying out the decision-making process and openness in disclosing material and relevant information about the company.**
    c. A condition in which the company is managed professionally without conflict of interest and influence / pressure from any party that is not in accordance with laws and regulations and sound corporate principles.
    d. Conformity in company management with laws and regulations and sound corporate principles.

5. Accountability as one of the Good Corporate Governance Principles means:
    a. Fairness and equality in fulfilling the rights of Stakeholders (stakeholders) that arise based on agreements and laws and regulations.
    b. Openness in carrying out the decision-making process and openness in disclosing material and relevant information about the company.
    c. A condition in which the company is managed professionally without conflict of interest and influence / pressure from any party that is not in accordance with laws and regulations and sound corporate principles.
    d. **Clarity of the functions, implementation and accountability of the Organs so that company management is carried out effectively**.

Session 7. Disclosure and Transparency

1. Annual Report dan Website perusahaan bukan hanya sebagai ceklist kelengkapan kerja saja. Fungsi keduanya sangat penting untuk menunjukkan informasi perusahaan kepada :
    a. **Seluruh stakeholders**
    b. Pemegang saham
    c. Nasabah
    d. Masyarakat

2. AR (Annual Report) merupakan wujud pertanggung jawaban yang lengkap kepada public dari :
    a. **Pengurus perusahaan**
    b. Karyawan
    c. Pemegang saham
    d. Stakeholders

3. Uraian Prosedur Nominasi dan Remunerasi, bila tidak dibentuk Komite Nominasi dan Remunerasi termasuk materi Website di bagian :
    a. Informasi Umum
    b. Tata Kelola Perusahaan
    c. Informasi Bagi Pemodal
    d. Tanggung Jawab Sosial

4. Peraturan OJK yang mengatur Website adalah :
    a. POJK No 11/POJK.04/2015
    b. **POJK No 8/POJK.04/2015**
    c. POJK No 21/POJK.04/2015
    d. POJK No 8/POJK.03/2013

5. Peraturan OJK yang mengatur Laporan Tahunan adalah :
    a. POJK 30/POJK.04/2016.
    b. POJK 28/POJK.04/2016.
    c. POJK 29/POJK.04/2016
    d. POJK 31/POJK.04/2016

Session 9. Media Relations

1. Media relations is an attempt to achieve maximum publication or broadcasting of a PR message or information in order to create knowledge and understanding for audiences of the organization or company concerned (Jefkins, 2004). The statement is :
    a. True
    b. False
    c. Different
    d. Irrelevant

2. One of the functions of media relations is:
    a. Accountability tools for companies to the public
    b. Educational means to the public
    c. Entertainment forum for public
    d. All of the above are correct

3. Infuencing opinions is the responsibility of :
    a. Government
    b. Journalist
    c. Company
    d. All of the above

4. If we see the news that attacks our company, we must :
    a. As quick as possible
    b. Better wait for further instructions
    c. Wait for further news
    d. Wait for reactions from customers

5. Article 10 of Indonesian Journalistic Code of Ethic :
    a. Correcting inaccurate news
    b. Anti bribery act
    c. Balance content of news
    d. Being independent

Session 10. SOCIAL MEDIA

1. Social media telah memberikan keleluasaan bagi setiap individu di Indonesia sebagai wujud hak kekebasan berpendapat :
    a. **Benar dengan tetap bertanggung jawab**
    b. Benar namun negara yang bertanggung jawab
    c. Benar tanpa perlu bertanggung jawab sebagai akibat Industry 4.0
    d. Seluruh pilihan di atas salah

2. Di bawah ini adalah 3 contoh dari Pilar Teknologi yang telah merubah kehidupan manusia saat ini :

    a. **Cloud computing, Big Data, Artifial Intelligence**
    b. Cloud computing, social science, medical science
    c. Economics, digital laws, maths
    d. Seluruh pilihan di atas salah

3. Indonesia termasuk negara dengan pengguna social media teraktif di dunia terutama karena :
    a. Jumlah pengguna social media 30% dari total penduduk
    b. **Pengguna social media hampir 60% dari jumlah penduduk**
    c. Internet users sejumlah 30% dari jumlah penduduk
    d. Pengguna mobile phone sejumlah 90% dari jumlah penduduk

Session 11. GOVERNMENT RELATIONS

1. Government Relations begitu penting bagi perusahaan karena :
    a. **Sebagai wujud tanggung jawab perusahaan menjalin hubungan dengan seluruh stakeholdersnya**
    b. Mengikuti praktek2 yang dilakukan perusahaan lainnya
    c. Semata untuk mencapai target keuntungan bagi perusahaan
    d. Seluruh pilihan di atas salah

2. Praktek Government Relations :
    a. **Merupakan hubungan interaktif bagi kepentinggan kedua pihak yaitu government dan perusahaan**
    b. Kepentingan pemerintah semata
    c. Kepentingan perusahaan semata
    d. Seluruh pilihan di atas salah

3. Lobying dalam praktek Government Relations :
    a. Tidak selayaknya dilakukan perusahaan
    b. **Dilakukan sesuai dengan praktek GCG**
    c. Dilakukan sesuai dengan kebutuhan dan praktek2 yang berlaku
    d. Seluruh pilihan di atas salah

4. Yang dimaksud Government yang perlu dijalin hubungannya dengan perusahaan adalah ;
    a. Pemerintah pusat
    b. Pemerintah daerah
    c. Legislatif
    d. **Semua di atas benar**

5. Salah satu tujuan Government Relations adalah :
    a. Mempermudah pencapain tujuan perusahaan
    b. Mewujudkan kepentingan masyarakat antara lain dengan kebijakan pemerintah yang berimbang
    c. Membantu Pemerintah mempermudah penyusunan Kebijakan yang baik
    d. **Semua di atas benar**

Session 12. COMMUNITY RELATIONS

1. Deloitte Global Societal Impact Survey January 2019 menunjukkan bahwa Main Drivers dari Program CSR adalah :

    a. Revenue opportunities
    b. Positive impact on society
    c. Employee retention
    d. Directors expectation

2. Triple Bottom Line Concept (3P) :
    a. Profit, People and Planet
    b. Profit, People and Power
    c. Planet, Public and People
    d. Perception, Publicity and Profit

3. Salah satu Social Initiatiative yang didukung dengan fungsi marketing adalah :

    a. Cause-Related Marketing
    b. Corporate Philanthrophy
    c. Workforce Volunteering
    d. Social Responsible Business

4. Kerjasama Pampers dengan Unicef “1 Pack 1 Vaccine” merupakan :
    a. Corporate Philanthrophy
    b. Cause-Related Marketing
    c. Workforce Volunteering
    d. Social Responsible Business

5. Laporan Berkelanjutan di Indonesia diatur melalui :
    a. POJK No. 51/POJK.03/2017
    b. POJK No. 52/POJK.03/2018
    c. UU No. 51 tahun 2017
    d. UU No. 51 tahun 2018

Session 13. INTERNATIONAL CUSTOMER RELATIONS

1. Consumer Class is :
    a. group of people at young ages
    b. **the group of people characterized by diets of highly processed food, the desire for bigger houses and more and bigger cars, higher levels of debt**
    c. group of richest people on planet
    d. group of people who spends money for consumerism objective only

2. Typical goals of Consumer relations :
    a. Keeping old customers, Expediting complaint handling, reducing costs
    b. Building corporate reputation, Stakeholders Engagement, Internal Competition
    c. Making profit, creating products and building market capitalisation
    d. None of the above is correct

3. Companies don't need to care about customers from other countries because they have different behaviors :
    a. Incorrect
    b. Correct
    c. 50% correct
    d. None of the above is correct

4. Consumer Internet Activists :
    a. make better decisions and more resolve problems for consumers
    b. need not be taken too seriously because it only lasts for a moment
    c. is the only line of communication with customers that can be used
    d. None of the above is correct

5. Public awareness of the quality of products and services will make the company stronger in formulating strategies for marketing its products and services:
    a. Correct
    b. Incorrect
    c. Don’t know
    d. None of the above is correct

Session 14. INTEGRATED MARKETING COMMUNICATIONS

1. Integrated Marketing is the intersection of PR and Publicity, Advertising, Sales Promotion and….. :

    a. Marketing
    b. Finance
    c. Accounting
    d. Planning

2. …… is the selling of a service or product through pricing, distribution, and promotion. Marketing ranges from concepts such as free samples in the hands of consumers to buzz campaigns :
    a. Marketing
    b. Advertising
    c. Public Relations
    d. Investor Relations

3. Product Publicity is effective for :

    a. Explaining a complicated product
    b. Engaging new customers
    c. Explaining old products
    d. None of the above is correct

4. Below are the examples of effective native advertising :
    a. Hardsell
    b. Philanthrophy
    c. Product features only
    d. Pricing

5. The fastest growing category of advertising in the 21st century is :
    a. Social Media Marketing
    b. Newspaper
    c. Television
    d. Radio

Session 15. Crisis Communication

1. A major occurrence with a potentially negative outcome affecting an organization, company, or industry, as well as its publics, products, services, or good name is the definition of Crisis defined by :
    a. Fearn-Banks
    b. Fink
    c. Holsti
    d. Coombs

2. Melvolence is an example of :
    a. Element of crisis
    b. Type of crisis
    c. Definition of crisis
    d. All of the above are false

3. Crisis of Management, Operational Crisis and Crisis of Legitimation is the 3 Stage Framework by :
    a. Richardson
    b. Myers
    c. Fink
    d. Smith

4. A proactive and systematic approach in Crisis Management :
    a. Predict problems-Anticipate threats-Resolve issues-Prevent crisis
    b. Resolve Issues-anticipate threats-prevent crisis-predict problems
    c. Predit problems-Resolve Issues-anticipate threats-prevent crisis
    d. Anticipate threats-Resolve Issues-prevent crisis-predict problems

5. The Seven Cardinal Rules of Risk Communication was defined by :
    a. Covello and Allen
    b. Richardson
    c. Smith
    d. Myers