

Chapter 17 Test Bank

Student: _____

1. Publicity, public relations, and corporate advertising are integral parts of the overall promotional effort.
True False

2. Public relations is limited to business management.
True False

3. Ads themselves can be the focus of publicity.
True False

4. One main advantage of marketing public relations is that media time and space are guaranteed.
True False

5. One of the main reasons why firms are concerned about public attitudes is that these attitudes may affect the sales of the firm's products.
True False

6. The public relations process is an ongoing process.
True False

7. Community members and customers of a firm are considered external because the firm normally communicates with them in the ordinary routine of work.
True False

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RD Boyd



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