

CPRS Practice Test Questions and Answers

1. Why is ethics important in public relations?

- A) To increase the number of press releases
- B) To maintain trust, transparency, and integrity in communication
- C) To manipulate public opinion without consequences
- D) To limit media coverage of sensitive issues

2. Why is privacy important in public relations?

- A) To control what information is shared in press releases
- B) To protect personal information and maintain confidentiality
- C) To increase the amount of content shared on social media
- D) To ensure all communications are broadcast publicly

3. Why is timing critical in crisis communication?

- A) To reduce the number of press conferences needed
- B) To ensure accurate information is provided promptly and prevent rumors from spreading
- C) To delay communication until the crisis is fully resolved
- D) To focus on media coverage rather than the crisis itself

4. Why is transparency important in public relations?

- A) To control what information is shared with the public
- B) To build trust and credibility by being open and honest with the audience
- C) To limit audience access to critical information
- D) To avoid answering difficult questions

Answers: 1-B 2-B 3-B 4-B

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