

# Public Relations Practice Test Questions and Answers

## 1. PR ought to be...

- A) chaotic
- B) spontaneous
- C) systematic
- D) all of the above

## 2. A 'media kit' typically includes:

- A) Press release, fact sheet, executive bios, and high-res photos
- B) Financial statements and legal disclosures only
- C) Advertising rate cards and circulation data
- D) Internal communication policies

## 3. A publicity plan identifies what.

- A) Media outlets that are receptive to hospitality news releases
- B) What the property offers and the appropriate promotional materials should be created
- C) Prospects for convention or group business
- D) Advertising options and strategies for a property

## 4. What vital duty does a PR firm have?

- A) media relations
- B) strategic planning
- C) key messaging
- D) All of the above

**Answers: 1-C 2-A 3-B 4-D**

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