

Stukent Public Relations (PR) Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which career works with internal and external communications?**
 - A. Corporate**
 - B. Agency**
 - C. All of the Above**
 - D. Education**

- 2. Mediascapes refers to...**
 - A. The speed at which media moves across borders**
 - B. Images and narratives circulated by media across borders**
 - C. The cost of media across borders**
 - D. The audience engagement with media across borders**

- 3. When were the Barcelona Principles written?**
 - A. 2009**
 - B. 2010**
 - C. 2015**
 - D. 2020**

- 4. Which of the following is the largest independently run PR firm?**
 - A. Edelman**
 - B. Burson Cohn & Wolfe**
 - C. Bernays Counsel on PR**
 - D. Hill and Knowlton**

- 5. The key functions of advertising are to identify, inform, and ____**
 - A. Inform**
 - B. Educate**
 - C. Persuade**
 - D. Engage**

- 6. AVE (advertising value equivalent) is an effective measurement of PR program effectiveness.**
- A. False**
 - B. True**
 - C. Not applicable**
 - D. Depends**
- 7. Which PESO category would a company-hosted press release on their own site be considered?**
- A. Shared**
 - B. Paid**
 - C. Earned**
 - D. Owned**
- 8. Making certain that the objective you set is possible to attain is at the core of being timely.**
- A. True**
 - B. False**
 - C. Sometimes**
 - D. Not specified**
- 9. Qualitative metrics measure non-numerical data.**
- A. False**
 - B. True**
 - C. Not applicable**
 - D. Both**
- 10. What publication is often referred to as the journalist's bible?**
- A. Chicago Manual of Style**
 - B. MLA Handbook**
 - C. Associated Press Stylebook**
 - D. The AP Newswire**

Answers

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1. C
2. B
3. B
4. A
5. C
6. A
7. D
8. B
9. B
10. C

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Explanations

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1. Which career works with internal and external communications?

- A. Corporate
- B. Agency
- C. All of the Above**
- D. Education

Public relations roles center on messaging to both people inside an organization and audiences outside it. In corporate settings, the PR team handles internal communications—like employee newsletters and leadership updates—and external ones—such as press releases, media relations, and investor communications. In agencies, professionals manage external communications for multiple clients, shaping campaigns, media outreach, and crisis responses, while also coordinating internal messaging within the agency or with client teams to keep everyone aligned. In education, communications offices serve students, faculty, staff internally while also engaging alumni, donors, policymakers, and the public externally. Because every one of these environments requires balancing internal and external messaging, this career path spans corporate, agency, and educational settings.

2. Mediascapes refers to...

- A. The speed at which media moves across borders
- B. Images and narratives circulated by media across borders**
- C. The cost of media across borders
- D. The audience engagement with media across borders

Mediascapes describe the global circulation of images and narratives created and shared by media across borders. It focuses on how media content—the stories, visuals, and frames—travels beyond local contexts and influences perceptions worldwide through transnational networks. This isn't primarily about how fast media moves, how much it costs to disseminate, or how audiences respond; it's about the content flows themselves and the shared imaginaries or frames they generate across different places. For example, a documentary or news report produced in one country can be broadcast and reinterpreted in many others, shaping how people elsewhere imagine events or places.

3. When were the Barcelona Principles written?

- A. 2009
- B. 2010**
- C. 2015
- D. 2020

The Barcelona Principles were written in 2010. They were introduced by the Global Alliance for Public Relations and Communication Management to provide a framework for measuring PR effectiveness, shifting focus from outputs to outcomes and business impact. A revised version, Barcelona Principles 2.0, followed in 2015 to refine the approach.

4. Which of the following is the largest independently run PR firm?

A. Edelman

B. Burson Cohn & Wolfe

C. Bernays Counsel on PR

D. Hill and Knowlton

Independence here means the agency is not owned by a larger advertising or PR holding company. Edelman is the standout because it operates as a privately held, employee-owned firm and has grown to be the largest PR agency by revenue without belonging to a parent holding company. The other firms are connected to global networks controlled by big holding companies, so they don't fit the "independently run" label. Bernays Counsel on PR is much smaller in scale, and the two larger names listed are part of those holding-company structures. That combination is why Edelman is the correct choice.

5. The key functions of advertising are to identify, inform, and ____

A. Inform

B. Educate

C. Persuade

D. Engage

The key idea is that advertising combines identifying the right audience, informing them about a product, and persuading them to take action. Persuade fits as the missing function because after providing information, advertising aims to influence the consumer's behavior—encouraging them to buy, try, or prefer the brand. Educate is broader and often implies deeper learning beyond a purchase decision, while engage focuses on ongoing interaction rather than the immediate action advertising seeks. So persuading the audience to act is the best fit for the third function.

6. AVE (advertising value equivalent) is an effective measurement of PR program effectiveness.

A. False

B. True

C. Not applicable

D. Depends

AVE tries to put a dollar figure on PR by treating earned media as if it were paid advertising, multiplying coverage size by a media rate. But this approach misrepresents PR value because earned media is not controlled content and carries different credibility, context, and audience relevance than ads. The real value of PR comes from credibility, third-party validation, and how coverage shapes thoughts, attitudes, and actions, which AVE cannot capture. It ignores tone and sentiment, the quality and relevance of outlets, how people actually engage with the coverage, and how results translate into business outcomes like website visits, inquiries, or sales. It can also incentivize chasing pricey placements or sensational headlines that don't actually drive meaningful impact. Because of these limitations, AVE isn't considered an effective or comprehensive measure of PR program effectiveness. Instead, use outcomes-based metrics that connect reach and impressions with sentiment, engagement, and, most importantly, business results.

7. Which PESO category would a company-hosted press release on their own site be considered?

A. Shared

B. Paid

C. Earned

D. Owned

Owned media covers content you publish on platforms you control. A press release hosted on the company's own site is owned content because the company manages the site, the posting, and how the message appears. It isn't earned media, which comes from third-party outlets choosing to cover you, nor paid media, unless you pay to promote it on other sites. It also isn't inherently shared media, which refers to how audiences share content on social networks. So the press release on your own site sits squarely in Owned.

8. Making certain that the objective you set is possible to attain is at the core of being timely.

A. True

B. False

C. Sometimes

D. Not specified

Timeliness is about delivering on a schedule—meeting deadlines and keeping the plan on track. It focuses on whether actions and deliverables occur when planned, not on whether every objective is realistically attainable. An objective can be ambitious or even tough to achieve, yet you can still be timely by sticking to milestones and deadlines. Conversely, an objective that is very hard or impossible to reach can affect the plan, but timeliness itself is about timing, not feasibility. So the statement overstates what timeliness requires, making it not accurate.

9. Qualitative metrics measure non-numerical data.

- A. False
- B. True**
- C. Not applicable
- D. Both

Qualitative metrics focus on qualities, descriptions, and attributes rather than counts or measurements. They capture data about what people think, feel, or say, using words, categories, or themes instead of numbers. In PR practice, this includes sentiment (positive, negative, neutral), tone of coverage, message resonance, credibility, and insights from interviews or open-ended feedback. Because the data they describe are descriptive and non-numerical, the metrics themselves are considered qualitative. Quantitative metrics, by contrast, deal with numeric measurements like reach, impressions, or shares. Sometimes teams code qualitative data into categories and even tally them, but the underlying data remain qualitative since the focus is on quality rather than exact quantities.

10. What publication is often referred to as the journalist's bible?

- A. Chicago Manual of Style
- B. MLA Handbook
- C. Associated Press Stylebook**
- D. The AP Newswire

In journalism, a single reference guides spelling, punctuation, and usage to keep copy consistent across outlets. That publication is the Associated Press Stylebook, commonly called the journalist's bible. It provides practical, newsroom-focused rules for how to present names, dates, numbers, abbreviations, and many other conventions, helping reporters and editors maintain a uniform voice and flow across stories. This choice fits best because the AP Stylebook is specifically designed for journalism and newsroom workflows, making it the go-to authority for consistent writing in the field. The Chicago Manual of Style is broader and more oriented to book publishing and general editing, not the daily needs of newsrooms. The MLA Handbook targets academic writing, not journalistic practice. The AP Newswire is a distribution service, not a style guide.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://stukentpr.examzify.com>

We wish you the very best on your exam journey. You've got this!

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