

STUKENT PUBLIC RELATIONS (PR) PRACTICE EXAM (SAMPLE)

STUDY GUIDE



Prepare with structure. Pass with confidence



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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. There are some PR organizations dedicated solely to enhancing the diversity of the industry.**
 - A. True
 - B. False
 - C. Not sure
 - D. Rarely
- 2. When were the Barcelona Principles written?**
 - A. 2009
 - B. 2010
 - C. 2015
 - D. 2020
- 3. Which statement about crisis terminology is true?**
 - A. Crisis must always be negative
 - B. Crisis deception is a type of crisis
 - C. Crisis can refer to negative outcomes
 - D. Crisis is only financial
- 4. Setting goals is an absolute prerequisite to communications planning, measurement, and evaluation.**
 - A. True
 - B. Not necessary
 - C. Sometimes
 - D. Only for large campaigns
- 5. In a SWOT analysis, which question is an example of a Strength?**
 - A. What is the company's unique value proposition?
 - B. Where can the company improve?
 - C. How strong are the competitors?
 - D. What are the company's weaknesses?

- 6. Public affairs efforts commonly rely on which category of messaging to sway audiences?**
- A. Informational and Persuasive Tactics
 - B. Entertainment Appeal
 - C. Graphic Design Emphasis
 - D. Cultural Adaptation
- 7. Edward Bernays was the nephew of Sigmund Freud and offered the 1st PR relations course the nation.**
- A. True
 - B. False
 - C. He was Freud's cousin
 - D. He was not related to Freud
- 8. _____ has increased the need for PR practitioners to acquaint themselves with the varying political systems around the globe**
- A. Technoscapes
 - B. Globalization
 - C. Ethnoscapes
 - D. Mediascapes
- 9. In PESO, a Facebook ad is a form of which media type?**
- A. Paid
 - B. Earned
 - C. Shared
 - D. Owned
- 10. Which platform is not detailed in CH11?**
- A. Instagram
 - B. LinkedIn
 - C. YouTube
 - D. Facebook

Answers

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

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Explanations

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1. There are some PR organizations dedicated solely to enhancing the diversity of the industry.

- A. True**
- B. False
- C. Not sure
- D. Rarely

Diversity in PR is supported by dedicated organizations that aim to broaden representation and opportunity within the field. These groups exist to mentor and develop underrepresented professionals, provide scholarships and internships, host networking and career-building events, and advocate for inclusive hiring and leadership development in agencies and corporations. They also share research, resources, and best practices to help practitioners craft more inclusive campaigns and work environments. For example, the National Association of Black Public Relations Professionals focuses on advancing Black PR professionals and diversifying leadership, while other associations run multicultural or LGBTQ+ and women-focused programs within the PR landscape. Because such organizations actively work to improve access, visibility, and equity in PR, the statement is true. Saying there are none would ignore well-established groups and ongoing initiatives.

2. 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.

3. Which statement about crisis terminology is true?

- A. Crisis must always be negative
- B. Crisis deception is a type of crisis
- C. Crisis can refer to negative outcomes**
- D. Crisis is only financial

Crisis terminology focuses on events that disrupt normal operations and carry the risk of serious negative outcomes for an organization. Because of that, saying a crisis can refer to negative outcomes is accurate: a crisis is defined by the potential harm to people, assets, or reputation and the need for an urgent response. The other ideas don't fit as well. Crises aren't limited to financial matters; they can be reputational, safety, environmental, or operational in nature. While deception can occur in a crisis, "crisis deception" isn't a standard category of crisis. And crises aren't defined as always negative in every sense—what matters is the disruption and risk of harmful outcomes, which is why the statement about negative outcomes is the best fit.

4. Setting goals is an absolute prerequisite to communications planning, measurement, and evaluation.

A. True

B. Not necessary

C. Sometimes

D. Only for large campaigns

Setting goals gives direction to the entire PR process and makes planning, measurement, and evaluation possible. When you set clear objectives, you know what you're aiming for, which shapes the messaging, audience targeting, channels, and activities you choose. Those goals also define what success looks like, so you can select appropriate metrics and determine whether the plan worked. Without concrete goals, plans can drift, metrics become arbitrary, and evaluation can't meaningfully determine impact. That's why the alternative options don't fit. If goals aren't necessary, there's no basis for judging success or guiding actions. If goals are only sometimes needed, you'd miss essential alignment and accountability in most campaigns. And claiming goals are required only for large campaigns ignores how even small efforts benefit from a clear target to focus resources and measure outcomes.

5. In a SWOT analysis, which question is an example of a Strength?

A. What is the company's unique value proposition?

B. Where can the company improve?

C. How strong are the competitors?

D. What are the company's weaknesses?

In SWOT, strengths are internal, positive attributes that give the company an advantage. The question about the company's unique value proposition focuses on what the company does exceptionally well—what unique value it delivers to customers and how that differentiates it from competitors. That clearly describes an internal asset that the company can leverage, which is exactly what a Strength represents. The other prompts point to areas to improve (a weakness) or to external factors (such as competitors in the market) rather than an internal advantage.

6. Public affairs efforts commonly rely on which category of messaging to sway audiences?

A. Informational and Persuasive Tactics

B. Entertainment Appeal

C. Graphic Design Emphasis

D. Cultural Adaptation

Public affairs messaging centers on informing audiences with credible facts while also persuading them to view a policy or issue in a favorable light or to take action. That combination—providing clear, fact-based information and pairing it with persuasive arguments tailored to the audience—is why informational and persuasive tactics is the best fit. Informational content builds trust and legitimacy by presenting data, updates, and context; persuasive elements use framing, appeals, and a call to action to influence beliefs and behavior, which is essential for shaping public opinion and policy outcomes. In practice, many public affairs pieces blend both: policy briefs that lay out data and then argue for a specific stance, press briefings that deliver facts while signaling positions, or op-eds that present evidence and a persuasive case. Other approaches, like entertainment appeal, focus more on engagement than policy influence; graphic design emphasis centers on visuals rather than the messaging category itself; and cultural adaptation focuses on tailoring the message to audiences, which supports effectiveness but isn't the primary messaging category being tested.

7. Edward Bernays was the nephew of Sigmund Freud and offered the 1st PR relations course the nation.

A. True

B. False

C. He was Freud's cousin

D. He was not related to Freud

Edward Bernays is known as the person who helped pioneer modern public relations, and he is indeed Sigmund Freud's nephew. He was the son of Freud's sister Martha Bernays, which makes the familial link accurate. In addition, he was a trailblazer in PR education, helping establish formal study in the field by offering one of the first college-level public relations courses in the United States. He also authored foundational works like Crystallizing Public Opinion, which further cemented his role in shaping PR theory and practice. Because both the familial connection and the teaching of an early PR course are true, the statement is correct.

8. _____ has increased the need for PR practitioners to acquaint themselves with the varying political systems around the globe

A. Technoscapes

B. Globalization

C. Ethnoscapes

D. Mediascapes

Globalization brings brands into many countries with diverse political systems, so PR practitioners must understand how governments regulate media, public communication, data, and corporate activity. This awareness helps tailor messages to local political environments, comply with laws, manage risk, and respond effectively in crises across different markets. The other terms describe specific flows within globalization—technology, people, and media content—but it's globalization as the overall process that increases the need to know varying political systems worldwide.

9. In PESO, a Facebook ad is a form of which media type?

A. Paid

B. Earned

C. Shared

D. Owned

In the PESO model, paid media is advertising you purchase to reach a wider or targeted audience. A Facebook ad fits this because you pay to place and run the ad on Facebook, controlling the creative, targeting, budget, and duration. This distinguishes it from earned media (third party coverage you don't pay for), owned media (content you control on your own channels), and shared media (audience-shared amplification). If you boost a post or run a paid campaign, you're using paid media to extend reach.

10. Which platform is not detailed in CH11?

- A. Instagram
- B. LinkedIn**
- C. YouTube
- D. Facebook

This item tests which platforms CH11 covers in detail and which one is left out. CH11 concentrates on consumer-facing social channels used for PR, focusing on how to craft messages, visuals, and campaigns for each. Instagram is discussed for its visual storytelling, YouTube for video content strategy, and Facebook for broad reach and community engagement. LinkedIn, on the other hand, centers on professional networking, B2B communications, and corporate branding, topics that are typically addressed in a different part of the course. Because of that focus difference, LinkedIn isn't detailed in CH11.

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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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