Examination 3 – AGED 105-500
Introduction to Agricultural Communications
FORM A – 200 points

Multiple Choice/ True-False (150 points total)
For each of the following questions, mark the best answer. (3 points each)

1. Public relations is NOT
   a. Planned activity
   b. Propaganda
   c. Research-based social science
   d. Two-way communication

2. Ag Public Relations includes
   a. Research, Planning, Communication, and Evaluation
   b. Relationships, Hype, Propaganda, and Evaluation
   c. Research, Two-way communication, Execution, and Propaganda
   d. None of the above

3. In 1800 B.C., what public relations campaign was occurring in Iraq?
   a. Rhetorical campaigns
   b. Extension agents giving crop advice
   c. Federalist papers
   d. Extension agents teaching animal husbandry

4. SWAT stands for
   a. Single, Worried, Attractive, Teenager
   b. Saturday and Wednesday advertising timelines
   c. Strengths, Weaknesses, Adversaries, Treatments
   d. Strengths, Weaknesses, Advantages, Threats

5. Which of the following is an example of a campaign to influence public opinion
   a. Boston Tea Party
   b. The Alamo
   c. The Clinton Presidency
   d. FFA

6. Which is NOT one of the five broad categories of Public Relations jobs?
   a. Independent consulting
   b. Governments
   c. Education
   d. Corporate

7. What is the highest paid type of public relations practitioner?
   a. Senior account representative
   b. Consultant
   c. Technician
   d. Male managers
8. ________________ is/are the most important skill for public relations jobs
   a. Computer skills
   b. Photography
   c. People skills
   d. Writing

9. Why do sales positions generally lead to marketing positions?
   a. Sales experience allows you to know the product
   b. Sales experience allows you to work with people
   c. Credibility is established through sales
   d. All of the above

10. What is the common thread of public relations?
    a. Relationship management
    b. Internal communications
    c. Management roles
    d. Two-way communication

11. What is the definition of marketing?
    a. Performing public relations activities
    b. A corporation that produces house organs
    c. Solving customers’ problems profitably
    d. Introducing and selling products in the marketplace.

12. All of the following are marketing tactics EXCEPT:
    a. Trade Shows
    b. Magazines
    c. E-mail
    d. Branding

13. In class, what other job was used to illustrate marketing?
    a. Public relations
    b. Advertising
    c. Coaching
    d. Waiting tables

14. What is the difference between marketing and public relations?
    a. Profit vs. Relationships
    b. Consumer vs. Marketplace
    c. Economics vs. Profit
    d. Writing vs. Spreadsheets

15. What is research?
    a. A social science
    b. A management function
    c. The quest for knowledge
    d. The communication behavior of a company
16. Who conducts research?
   a. Governments
   b. Universities
   c. Professional organizations
   d. All of the above

17. One way to gauge audience preference is to use:
   a. focus groups
   b. personal interviews
   c. mail surveys
   d. all of the above

18. In the SMCR model for research, what is “S”?
   a. Specialty
   b. Source
   c. Start
   d. Sender

19. A Channel is ________________ in communication research.
   a. A vehicle used to deliver a message
   b. An audience preference
   c. Part of a cable system
   d. A package of information

20. The two types of research conducted in agricultural communications is
   a. qualitative and quantitative
   b. ethnographic and numerical
   c. private and public
   d. educational and occupational

21. Which of the following is a valid means for evaluating research?
   a. Reading research articles
   b. Determining who paid for the research
   c. If you agree with the results
   d. If the results will yield profits

22. Any systematic activity designed to develop or contribute to generalizable knowledge is referred to as?
   a. Marketing
   b. Public Relations
   c. Research
   d. Media Bias

23. What is the term for how different forms or channels of information can be packaged to enhance understandability?
   a. Message
   b. Readership
   c. Package
   d. Ratings
24. What was the top research category reported in the *Journal of Applied Communications* between 1992 and 2001?
   a. Academic programs
   b. Photography
   c. Communications management
   d. Information technology

25. What was the purpose for compiling information about research published in the *Journal of Applied Communications*?
   a. Examine the status of agricultural communications research
   b. Highlight important areas of current research
   c. Identify prominent researchers
   d. All of the above

26. What organization is affiliated with the National Agri-Marketing Association?
   a. National Association of Farm Broadcasters
   b. American Agricultural Editors Association
   c. Agricultural Publishers Associations
   d. Agricultural Relations Council

27. Which two professional communication organizations provide international membership?
   a. Association for Communication Excellence & Cooperative Communicators Association
   b. National Agri-Marketing Association & Agricultural Relations Council
   c. Association for Communication Excellence & International Federation of Agricultural Journalists
   d. International Federation of Agricultural Journalists & Livestock Publications Council

28. How do students benefit from membership in professional organizations?
   a. Internships
   b. Scholarships
   c. Mentoring programs
   d. All of the above

29. The combination of media sources to which a consumer turns to for information is called
   a. News conglomeration
   b. Media Mix
   c. Dependent source
   d. Information overload

30. Farmers originally received electronic information through a communications service company known as:
   a. ATV
   b. DTN
   c. JDI
   d. ESPN
31. Regardless of the area, communicators need to be effective:
   a. writers
   b. editors
   c. photographers
   d. both a & b

32. A characteristic of the agricultural journalism’s body of literature is that it is
   a. extensive
   b. diverse
   c. quantitative
   d. narrow

33. The difference between commercial and non-commercial broadcasting is
   a. how the airtime is paid for.
   b. the types of programs that are broadcast.
   c. who owns the station.
   d. the amount of advertising.

34. What was RCA?
   a. An acronym for Radio Commercial Advertising
   b. A government-sanctioned monopoly
   c. The first commercial radio station
   d. A commercial AM station

35. Television was the most important invention since the printing press because
   a. It changed education
   b. It changed religion
   c. It changed governance
   d. All of the above

36. Which of the following was NOT a major influence on television?
   a. *I Love Lucy*
   b. Quiz show scandals
   c. Made-for-tv movies
   d. McCarthyism

37. In 1978 ABC, CBS, and NBC drew 92% of prime-time viewers. What percentage do they draw today?
   a. 57%
   b. 68%
   c. 70%
   d. 86%
38. Which of the following is NOT a type of résumé?
   a. Chronological
   b. Functional
   c. Combination
   d. Traditional

39. The purpose of a cover letter is to _______________.
   a. Gain an employer’s attention
   b. Highlight your strengths related to a job
   c. Motivate action
   d. All of the above

40. Parent organizations of ACT serve what purpose?
   a. Guaranteed job placement
   b. Financial, professional and personal support
   c. Competition
   d. Food at events

41. T F Research is unimportant in communications and is generally reserved for the physical sciences.

42. T F A chronological résumé lists your work history job by job.

43. T F CCA stand for Communicating Cooperatively for Agriculture

44. T F AgriTalk is an agricultural radio network.

45. T F Radio matters to us because it is global.

46. T F Agriculture public relations practitioners make less money than traditional public relations practitioners.

47. T F Good public relations goes unnoticed.

48. T F SMVR is an acronym for a research model.

49. T F Research is systematic and generalizable.

50. T F There are 21 Agricultural Communicators of Tomorrow chapters.
51. Identify the four steps in public relations and provide an example for each step. (12 points)
   1. Research
   2. Planning
   3. Communication
   4. Evaluation
52. SMCR is a basis for communication research. What does SMCR stand for (4 points) and explain or define each piece of the model (8 points).
   S. Source

   M. Message

   C. Channel

   R. Receiver

53. Radio and television are major components of the media mix. Compare (similarities) and contrast (differences) the use and development of these technologies in the communications field. (10 points)
54. Pick any professional communication organization and describe it. (What is its purpose, who is its members, what is its Web site, or anything else you learned about it?) (6 points)

55. A large biotechnology firm offers several million dollars to sponsor research at a public university but demands proprietary interest in the findings. Should the university agree to this? Why or why not? (10 points)

“Aggies do not lie, cheat or steal, nor do they tolerate those who do.” On my honor as an Aggie, I have not received nor given assistance on this exam.

Signed ________________________________

Date __________________

Failure to sign and date the honor code statement will result in a no grade on the exam.