

# Chapter 17 Test Bank

Student: \_\_\_\_\_

1. Publicity, public relations, and corporate advertising are integral parts of the overall promotional effort.  
True False

2. Public relations is limited to business management.  
True False

3. Ads themselves can be the focus of publicity.  
True False

4. One main advantage of marketing public relations is that media time and space are guaranteed.  
True False

5. One of the main reasons why firms are concerned about public attitudes is that these attitudes may affect the sales of the firm's products.  
True False

6. The public relations process is an ongoing process.  
True False

7. Community members and customers of a firm are considered external because the firm normally communicates with them in the ordinary routine of work.  
True False

# Chapter 17 Test Bank

**Scott C. Dulebohn**



**Chapter 17 Test Bank:**

## **Chapter 17 Test Bank** Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Chapter 17 Test Bank**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we shall delve in to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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