

FSOT Test

1. Which of the following is a database that contains current and past news stories?

A. Google

B. Lexis Nexis

C. Alta Vista

D. Wikipedia

Answer(s): B

2. Effective downward communications within an organization or company can include all of the following except:

A. delivering copies of job descriptions to all employees

B. provide regular opportunities for employees to provide supervisors with status updates

C. regularly scheduled staff meetings where management shares goals and achievements

D. employee performance reviews conducted annually or more frequently

Answer(s): B

3. If an organization's communications department creates a press release, the inverted pyramid style of writing may be preferred since:

A. it provides readers with understanding even if they stop reading before learning all the details

B. it provides a clear presentation of each of the main points with all supporting details provided with the related point

C. it uses an easy to understand verbiage free from specialty or industry specific terminology that readers might not understand

D. it offers a short synopsis of main points with little detail

Answer(s): A

4. When writing an optimized press release, a communications writer must focus on which of the following to obtain maximum viewing?

A. Easy to understand terminology

B. Submission to multiple news outlets

C. Keywords to obtain high rankings on search engines

D. Release with a short period to reach readers quickly

Answer(s): C

5. When an audience is receiving a message they go through four stages: awareness, comprehension, conviction, and commitment. Which of these stages involves the audience matching their own interests and views with the information being offered?

A. awareness

B. comprehension

C. conviction

D. commitment

Answer(s): C

6. When communicating face-to-face, negativity is often apparent when a participant:

A. leans forward in his chair

B. crosses his legs

C. crosses his arms across his chest

D. rests his chin on his hand

Answer(s): C

7. When conducting negotiations, a key component is considering each stage of the interactions. Negotiations should never begin with:

A. an unrealistic offer

B. a concession

C. a probe

D. listening

Answer(s): B

8. When conducting a media interview or making a statement to a member of the media, the phrase "not for attribution" generally implies:

A. the reporter can use the information, but cannot quote the source directly

B. the reporter can use the information to help gain perspective, but cannot use the information in publication

C. the reporter has full use of the information, but must credit the source

D. the reporter may use the information and credit the source, but only if verified by a second, independent source

Answer(s): A

9. If you have been asked to give a presentation to an audience of co-workers, a good strategy to keep the audience engaged is:

A. to avoid the use of related visuals such as charts or pictures which might distract from the presentation

B. provide handouts to guide the audience through the presentation

C. avoid contact with specific members of the audience, focusing on a point at the rear of the room

D. using all strategies stated above

Answer(s): B

10. When communicating information, employers will most likely be successful in capturing employee attention by:

A. enclosing the information in paycheck or pay stub envelopes

B. printing the information in a company newsletter or regular publication

C. presenting information at brief staff meetings

D. posting information on break area bulletin boards

Answer(s): C

11. You are the public spokesperson for a large company which has recently experienced a scandal involving a key employee. When contacting radio stations to present the company's position on this situation, keep in mind they are interested in actualities or:

A. a basic list of facts surrounding the incident

B. a 30 or 60 second story

C. exclusive rights to the story

D. recorded comments by those involved for use on air

Answer(s): D

12. The Myers-Briggs Type Indicators (MBTI) is a tool that can identify a person's basic preferences in a number of areas including communication styles. According to this tool, which type of personality is most likely to make decisions based on logic and reason, avoiding the influence of emotions, values, and attitudes?

A. Introvert

B. Thinking

C. Perceiving

D. Feeling

Answer(s): B

13. An organization's lateral communications system is most likely to involve which of the following exchanging messages?

A. supervisors and their direct employees

B. employees with similar responsibilities in different departments

C. employees with different responsibilities in the same department

D. company media representatives and the media

Answer(s): B

14. In order to convince your audience to support your proposed changes to the organization's structure, any speech to them must be of what type?

A. informative

B. persuasive

C. entertaining

D. impromptu

Answer(s): B

15. You are giving a news brief to the media on your organization's response to a crisis situation that has emerged. One way to avoid miscommunication is to:

A. use as many words a possible

B. use abstract terms to avoid being committal

C. define relative words

D. use acronyms instead of entire organizational names

Answer(s): C

16. Considering that some experts believe more than one half of the emotional meaning of a message comes from non-verbal communication, an important consideration in delivering a speech to an audience is:

A. avoiding overdressing for the occasion

B. keeping your voice low to avoid the impression of yelling

C. choice of vocabulary

D. culturally significant gestures

Answer(s): D

17. When considering the exact wording of a speech that you are writing, the most important consideration given should be to:

A. using high level vocabulary that indicates your educational achievement

B. avoiding words that must be explained or defined

C. using effective vocabulary that clearly communicates your message

D. limit or avoid the use of highly technical terms

Answer(s): C

18. If your organization is hosting a charitable fundraising event and wants to increase attendance and participation, you might partner with local media to produce:

A. a press release

B. an advance story

C. a blind interview

D. a style guide

Answer(s): B

19. Your organization's public relations representative gives an interview to a local newspaper with the understanding that the interview is "on the record". The PR representative has consented to:

A. full use of his comments and name in publication

B. full use of his comments in publication, but not his name

C. limited use of his comments with editorial rights and full use of his name

D. limited use of his comments with editorial rights, but no use of his name

Answer(s): A

20. When considering potential sources of information to use in printed or verbal communication, you should consider FOI laws which:

A. give public access to government information

B. allow defamation lawsuits against individuals and entities

C. require verification of facts before publication

D. govern publication on the internet

Answer(s): A
