

APR Practice Test Questions and Answers

1. 'Earned media' in the PESO model refers to:

- A) Content the organization pays to place
- B) Coverage or mentions secured through media relations or sharing
- C) Content published on owned channels
- D) Partnerships with influencers under contract

2. A 'crisis dark site' in digital PR refers to:

- A) A website hidden from search engines permanently
- B) A pre-built, pre-approved website or webpage activated during a crisis to provide official information
- C) A social media account used only for negative feedback
- D) A dark-mode version of the corporate website

3. A/B testing in digital communications involves:

- A) Comparing performance across two different social media platforms
- B) Testing two versions of content with different audience segments to determine which performs better
- C) Running two campaigns simultaneously with the same budget
- D) Comparing organic versus paid reach

4. What is the role of analytics in PR measurement?

- A) To ignore campaign performance
- B) To gain insights into engagement and performance
- C) To avoid measuring effectiveness
- D) To replace PR professionals

Answers: 1-B 2-B 3-B 4-B

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