

U1.08 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is business public image?

The overall impression people have of a business.

CARD 2

What can shape a business's public image?

Customer experiences, reviews, media coverage and business behaviour.

CARD 3

What is Public Relations (PR)?

The strategic management of communication to shape public opinion and reputation.

CARD 4

What are the two main goals of PR in U1.08?

Earn positive publicity and control reputational damage.

CARD 5

What is earned media?

Positive publicity gained without buying traditional advertising space.

CARD 6

What is damage control in PR?

Managing communication after complaints, criticism or negative publicity.

CARD 7

How can social media improve public image?

By communicating openly, responding quickly and managing reputation.

CARD 8

How can transparency improve public image?

Admit mistakes, explain changes and show evidence of improvement.

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CARD 9

How can publicity events improve public image?

They create awareness and can generate positive media coverage.

CARD 10

Give one benefit of a positive public image.

Higher sales, loyalty, referrals, competitive advantage or easier hiring.

CARD 11

Give one limitation of PR or public image management.

It takes time and money, and cannot hide poor performance forever.