The cumulative model of determination of topics that are communicated through mass media involves

1) An intensification of reporting that leads to a higher ranking of the topic on the audience agenda.
2) Facilitating the topic becoming a part of the audience agenda when a minimum amount of reporting has taken place.
3) Achievement of a certain status and ranking by a topic in the eyes of the audience beyond which intensive reporting has little or no impact on the ranking of the respective topic.
4) None of the above.

No, the answer is incorrect.
Score: 0
Accepted Answers:
An intensification of reporting that leads to a higher ranking of the topic on the audience agenda.

Preventive communication involves:

1) Preventing communication during disasters.
2) Communication with the society asking them to prevent risks.
3) Communication about the potential risks in the environment.
4) None of the above.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Communication about the potential risks in the environment.

According to Styne and Puth’s model, at the strategic level of the development of enterprise strategy, the communicator’s role includes:

1) Understanding the environment in which the organization is functioning in relation to the overall corporate strategy.
2) Developing a plan for implementing communication strategies in line with the overall corporate strategy.
3) Taking feedback from the environment regarding the communication strategies that have been implemented and their impact on the overall corporate strategy.
4) None of the above.
1) No, the answer is incorrect. Score: 0
Accepted Answers:
Understanding the environment in which the organization is functioning in relation to the overall corporate strategy.

4) Among the tools of strategic communication of sustainable development proposed by GTZ, Formal Education is
- Sharing of knowledge, values, social & communication as well as entrepreneurial & technical skills in a process and action oriented way so as to foster sustainable development.
- Institutionalized teaching of factual knowledge of physical, chemical and biological inter-relationships of complex natural systems and their reactions to human interventions on a local, regional & global scale.
- Further professional qualification and capacity building for planning, implementing, & monitoring sustainable production & service provision processes in all sectors.
- None of the above.

No, the answer is incorrect. Score: 0
Accepted Answers:
Institutionalized teaching of factual knowledge of physical, chemical and biological inter-relationships of complex natural systems and their reactions to human interventions on a local, regional & global scale.

5) According to GTZ, the conventional communication approach proposes that in the context of sustainable development, communication is
- An information giving tool that is isolated from the rest of the activities contributing to sustainable development.
- An integral part of the efforts contributing to sustainable development and inter-twined with all development activities right from the start.
- Both a barrier to and a facilitator of activities contributing to development efforts.
- None of the above.

No, the answer is incorrect. Score: 0
Accepted Answers:
An information giving tool that is isolated from the rest of the activities contributing to sustainable development.

6) In an organization, the intranet is a form of:
- Externalizing ICT system.
- Internal ICT system.
- Hybrid ICT system.
- None of the above.

No, the answer is incorrect. Score: 0
Accepted Answers:
Internal ICT system.

7) Which of the following is an application of Universal Design Principles of ICT?
- Availability of the same internet sites all over the world in English.
- Availability of the same internet sites all over the world in local and international languages.
- Availability of the same internet sites all over the world.
8) The accounts section in an organization is an example of:

- An integrative system.
- A communicative system.
- A domain specific processing system.
- None of the above.

No, the answer is incorrect.
Score: 0
Accepted Answers:
A domain specific processing system.