UNIVERSIDAD TECNOLÓGICA DE PANAMÁ
BILINGUAL COMMUNICATION ASSISTANT TECHNIQUES
PROJECT PRESENTATION NO. 2 (KNOWLEDGE CHECK)
PUBLIC RELATIONS & CORPORATE COMMUNICATION

Facilitator Prof. de Ayala Student Name: _____ Date_____ Total: 30 pts.

LISTENING CASE STUDY

Listen for the general situation.
Second listening: Listen for specific details, professional vocabulary, the communication problem, and the solution.

PART I. TRUE OR FALSE

6 points. 1 point each
Write T for True or F for False.

1. ____The customer complained publicly because she had not received a clear response from the company.
2. _____ Maria immediately posted a public response before checking the facts.
3. ____The company discovered that the customer had received incorrect billing information.
4._____ Maria blamed the Customer Service Department when she spoke with the customer.
5. ____The company protected the customer's confidential information in its public statement.
6. ____The company only wanted to remove the social-media complaint and did not review its internal procedures.

PART II. PROFESSIONAL VOCABULARY

Matching. 6 points
Match the terms in Column A with the correct definitions in Column B.
Write the correct letter on the line.

COLUMN A

_____ Public Relations
_____ Corporate Image
_____ Complaint
_____ Reputation
_____ Confidential Information
_____ Stakeholder

COLUMN B

A. The general opinion people have about an organization based on its actions and behavior.
B. Private information that should not be shared without authorization.
C. Communication and activities used to maintain positive relationships between an organization and its publics.
D. A person or group affected by or interested in an organization's decisions and activities.

LIVEWORKSHEETS

PART III. COMPLETE THE PROFESSIONAL RESPONSE

Fill in the Blanks (8 points)

Complete the sentences using the words from the box.

WORD BANK: Reputation, apologize, accurate, confidential, concern, response, communication, prevent

13. Before responding publicly, the company needed _____ information about the situation.

14. Maria said, "We sincerely _____ for the inconvenience."

15.B"I understand your _____" is an example of professional empathy.

16. The company's public _____ should be professional and carefully written.

17. Customer information may be _____ and should not be published without authorization.

18. A public complaint can affect a company's _____.

19. The company reviewed its internal _____ procedure after the incident.

20.The organization wanted to _____ similar problems from happening again.

PART IV. CASE STUDY QUESTIONS

10 points (2 pts.)

Answer each question in one or two complete sentences.

21. What was the main communication problem in the case?

_____

_____

22. Why did the Public Relations Manager ask Maria to collect information before responding publicly?

_____

_____

23. Identify ONE professional action Maria took when communicating with the customer.

_____

_____

24. Why was it important not to include confidential customer information in the public statement?

_____

_____

25. What TWO goals did the company have at the end of the case?

_____

_____

Signature

LIVEWORKSHEETS