

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Business (DIB)  
Diploma In Mass Communication (DMCN)

Course : COM1105/ SGM1123: Principles of Public Relation

Date of Examination : December 7, 2015

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

Section A: Answer any **THREE (3)** short-answer questions.

Section B: Answer any **TWO (2)** essay questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Maizurah Khathu and Ms. Lalitha Shanmugam

Moderator : Mr. Mohd Khairul Irwan Bin Mansor

*This paper consists of 4 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
DIPLOMA IN BUSINESS (DIB)  
COM1105 / SGM1123 PRINCIPLES OF PUBLIC RELATIONS  
FINAL EXAMINATION: AUGUST 2015 SESSION

**SECTION A**

**Instructions:** Answer any **THREE (3)** out of **FIVE (5)** questions. All questions carry equal marks. (60 marks)

**Question 1**

In order to work effectively, public relations practitioner must be prepared to deal with media.

- (a) Describe the relationship between journalists and public relations practitioners. (10 marks)
- (b) Press kit is a pre-packaged set of promotional materials of a person, company, or organization distributed to members of the media for promotional use. Discuss the importance of press kits. (10 marks)
- (Total: 20 marks)

**Question 2**

- (a) Describe communications audit and explain how it is used. (10 marks)
- (b) Explain the **FOUR (4)** common tools used to measure public relations outcome. (10 marks)
- (Total: 20 marks)

**Question 3**

- (a) Describe the S-H-O-C approach to management communication. (10 marks)
- (b) Explain any **FIVE (5)** concerns an intranet designer need to consider when creating organisation's intranet site. (10 marks)
- (Total: 20 marks)

**Question 4**

- (a) Describe the **FOUR (4)** primary functions of lobbyists. (10 marks)
- (b) Identify and explain the **FOUR (4)** objectives of Government Relations officer. (10 marks)
- (Total: 20 marks)

**Question 5**

- (a) Explain any **FIVE (5)** primary characteristics of an Internet news release. (10 marks)
- (b) Briefly explain **FOUR (4)** reasons why news releases fail. (10 marks)
- (Total: 20 marks)

**SECTION B**

**Instructions:** Answer any **TWO (2)** out of **FOUR (4)** questions. All questions carry equal marks.

**Question 1**

Discuss in detail Grunig's Four Models of Public Relations.

(20 marks)

**Question 2**

You are the Public Relations Executive for Semantong Constructions Bhd. You received a call from your operation manager reporting that one of your constructing building collapse at Kajang town and two workers died in the accident. Work has been suspended at the site.

You are requested to coordinate the media interview session of your management with the media. Advise your management **ANY TEN (10)** rules in handling media interview.

(20 marks)

**Question 3**

Your company, Alwira Sdn Bhd has a limited budget to create excitement about its new, potentially-breakthrough product. The CEO insists to create this new announcement through advertising.

You are the corporate communication Executive for the organization. What will be your advice? Explain to your CEO how advertising differs from publicity.

(Total: 20 marks)

**Question 4**

A teenage girl, who was playing truant, was allegedly molested by a newly met friend at a karaoke in Kepong. The 16-year-old student had gone for karaoke with the 17-year-old suspect, whom she knew a week ago. The suspect allegedly kissed her and molested her. When the victim returned to school, she told the incident to her teacher. A police report had been lodged.

The Star. 15 Sep 2015

You are the Public Relations Executive for Hati Malaysia an NGO that focused on educating teenagers on sex and relationship issues. You are require come up with a campaign to educate teenagers in taking precautions measures in any relationships.

- (a) Create **FIVE (5)** public relations objectives for the campaign. (10 marks)
- (b) Describe any **FIVE (5)** tactics that can be carry out for this campaign (10 marks)

**~THE END~**  
COM1105(F)August2015