



INTI
International College Subang

LAUREATE INTERNATIONAL UNIVERSITIES'

FINAL
Examination Paper

(COVER PAGE)

Session : April 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM 2109/2126 : PUBLIC RELATION STRATEGIES

Date of Examination : August 7, 2015

Time : 5:00pm – 7:00pm 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) : Mr. Mohd Khairul Irwan Bin Mansor, Lalitha Shanmugam.

Moderator : Ms. Maizurah Khathu Abdul Hamid

This paper consists of 5 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN/DMCI)
 COM 2109/2126: PUBLIC RELATION STRATEGIES
 FINAL EXAMINATION: APRIL 2015 SESSION

SECTION A : SHORT ANSWER QUESTIONS (60 marks)

Instructions: Answer any **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

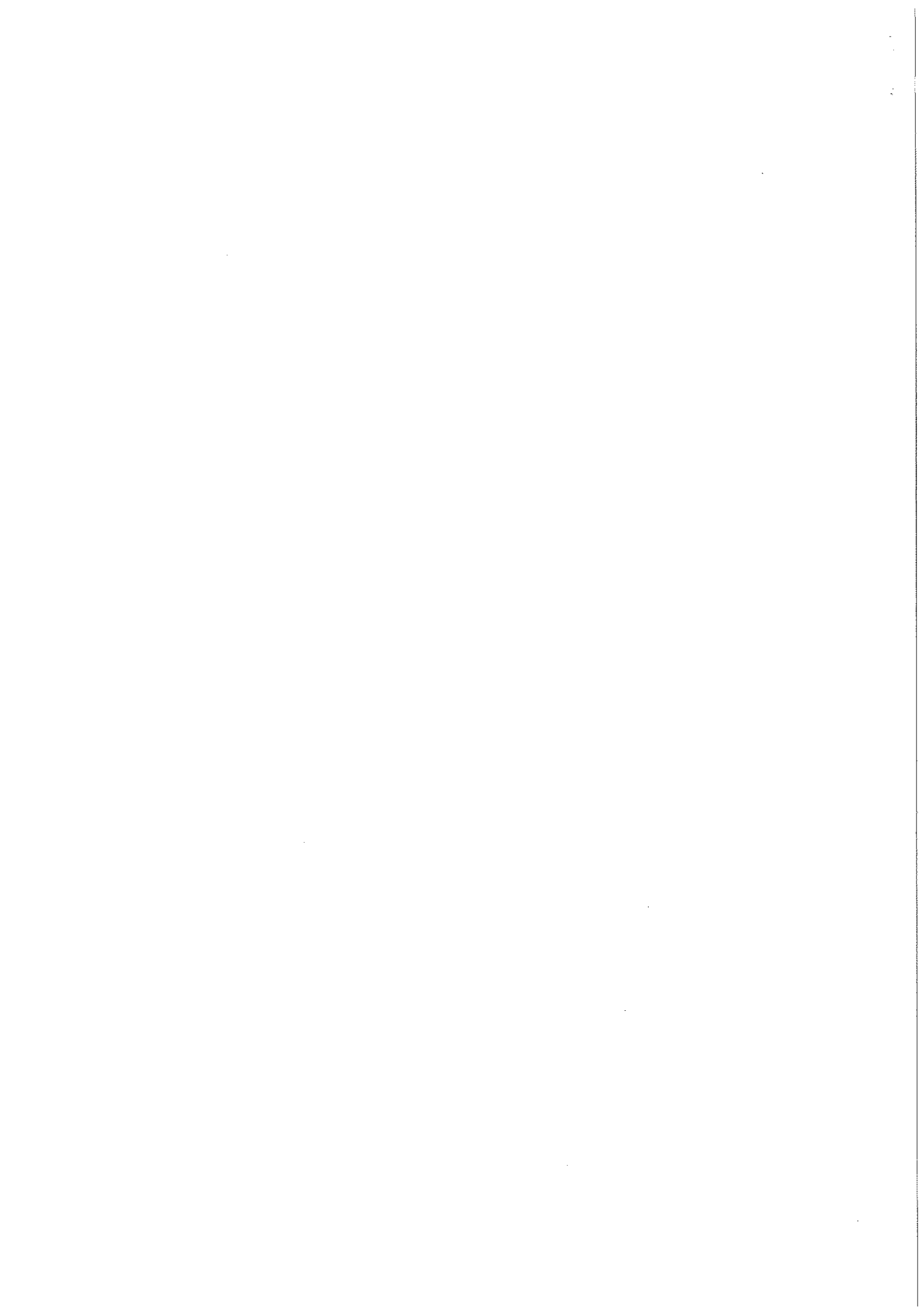
Gamat Emas is rather a more interesting marine sea cucumber, which can rarely be seen in the open seabed. This marine species is very rich in *mucopolysaccharides* and *chondroitins* and other soft tissues resembling soft cartilage, explaining for the facts that it melts when exposed to the sunlight.

After 10 years of research in University of Malaya and the Japanese Universities, House of Healin has now discovered the active substance and the mechanisms of its actions. Beside its proven efficiency in enhancing the body's resistance towards various diseases, from common flu to more problematic conditions, including diabetes and cancer. It is also known that it contains a cell growth factor which has the ability to accelerate the regeneration of biological cells, bone, collagen and rejuvenates skin. They have now refined the extract and come up with new generations of scientifically prepared products based on this purified polypeptide substance.

House of Healin is in the light of penetrating the international market as their products are highly applauded and gain strong recognition in the local market. They would like to spread their wings by proudly presenting this miracle cure to the global community and share their scientific research and R&D with experts from other countries. They are looking forward to use Apollo Life Magazine, a health magazine published by the Apollo Hospitals, Asia's leading private healthcare chain and the third largest in the world as the platform to promote the product. The stigma of the skeptics about "gamat" as a traditional medicine has to be corrected.

Answer the following questions based on the information above:

- a) Define and briefly explain the following types of publics of House of Healin;
- i. allies
 - ii. potential customers
 - iii. hostile forces
 - iv. apathetic public
- (8 marks)
- b) Write a possible benefit statement for House of Healin's products.
- (2 marks)
- c) Formulate **awareness, acceptance and action objectives** to be attained by your House of Healin.
- (6 marks)



- d) Briefly explain **TWO (2)** possible proactive action strategies to be taken to enhance the current positioning and visibility of House of Healin. (4 marks)

Question 2

Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect.

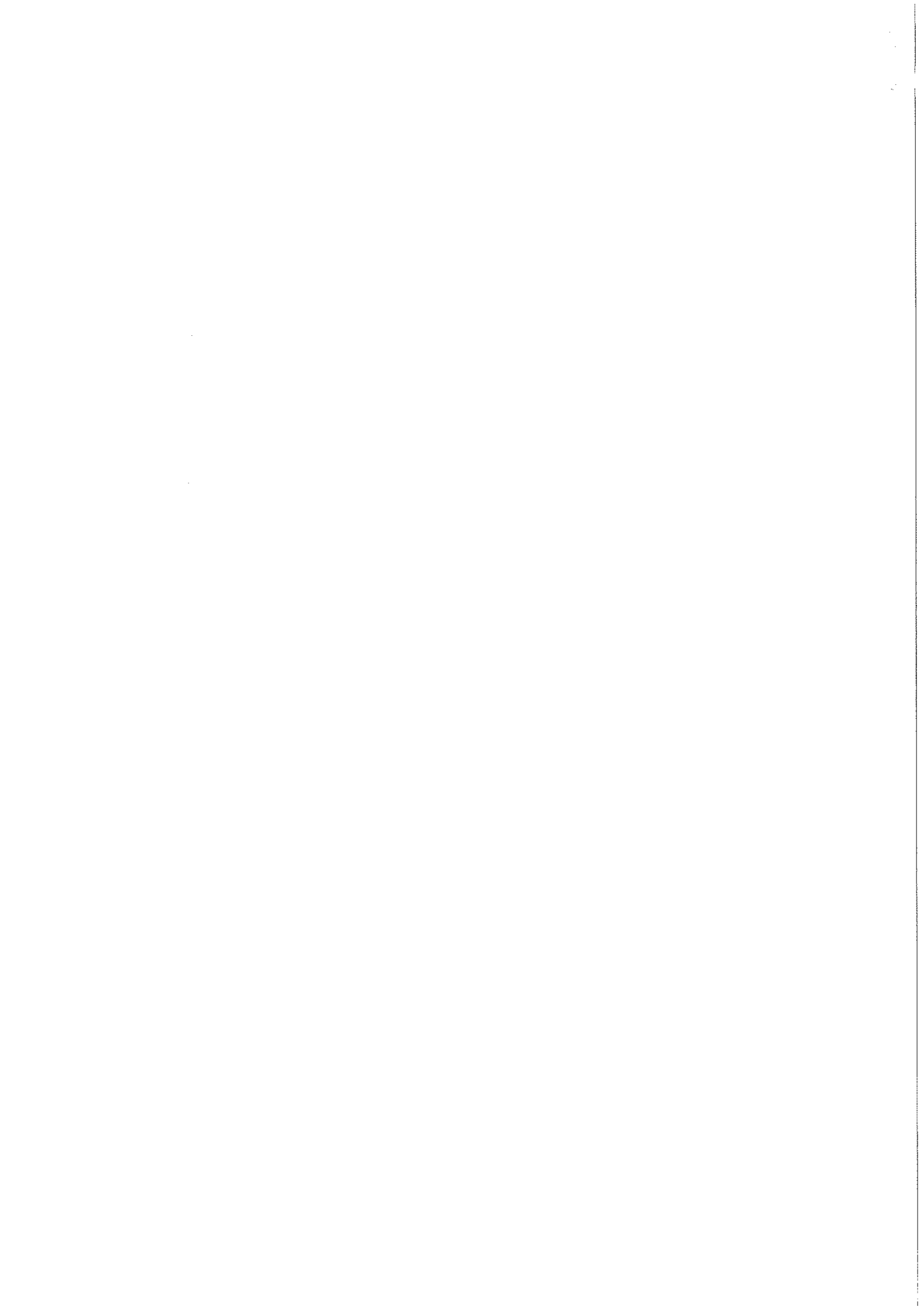
- a) Briefly explain **FOUR (4)** different techniques to position a brand. (8 marks)
- b) Select any **TWO (2)** different brands from telecommunication industry and explain how they position their brands in the market. (6 marks)
- c) Define with examples **THREE (3)** positioning errors. (6 marks)

Question 3

Domino's, a pizza chain based in Ann Arbor, Mich. faced a crisis when two employees posted Youtube videos of themselves engaging in a number of public health law violations: putting cheese in the nose, blowing mucus on a sandwich, and putting a sponge, used to wash dishes, between the buttocks. The videos went viral online, viewed by millions of people. They were identified by Youtube viewers, who alerted Domino's officials. A national study conducted by HCD Research using its Media Curves Web site found 65% respondents who would previously visit or order Domino's Pizza were less likely to do so after viewing the offending video.

Based on the given information, answer the following questions:

- a) List down **FIVE (5)** valuable lessons that can be learned from Domino's case. (5 marks)
- b) State **THREE (3)** types of evaluation methods to be conducted to measure the effectiveness of the corrective actions made by Domino to put the public at ease and gain back their trust. (3 marks)
- c) Explain briefly the **SIX (6)** strategic principles for crisis management. (12 marks)



Question 4

Assume you're a public relation officer in charge of planning and executing a corporate social responsibility (CSR) event for your organization. You are opting for the proposal of planting mangroves along Sungai Lembing, Pahang to display your company's concern of nature preservation. You are planning to invite the members of the media both print and electronic to cover the event.

- a) How do you pitch this idea to the media? (4 marks)
- b) Briefly explain the **THREE (3)** components to be included in the media kit. (6 marks)
- c) Is it necessary to hold a press conference for this event? Justify your answer. (4 marks)
- d) Briefly explain the importance of corporate social responsibility (CSR) event to an organization. (6 marks)

Question 5

- a) Explain briefly the **THREE (3)** Cs of effective communication. (6 marks)
- b) Describe the **FOUR (4)** emotional appeals with relevant examples for each. (12 marks)
- c) Assume you are a corporate communication of PETA who had pledged not to wear natural fur. Write **ONE (1)** message that has rational appeal and **ONE (1)** message that has emotional appeal. (2 marks)

SECTION B : ESSAY (40 marks)

Instructions: Answer any **TWO (2)** out of **FOUR (4)** essay questions in the answer booklet provided. All questions carry equal marks.

Question 1

G.A. Marken defines corporate image as the perceived sum of the entire organization – its objectives and plans. It encompasses products, services, management styles, communication activities and actions around the world.

Write an essay not more than 350 words on the symbiotic relationship between corporate identity and corporate image. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

Question 2

- a) Illustrate and label **FIVE (5)** stages of public. (5 marks)
- b) By referring to the diagram in (a), explain in detail the different stages of public. Please cite a clear example in your essay. (15 marks)

Question 3



Analyze the cartoon above and write an essay not more than 350 words on the misconception of public relations and possible ways to fix it. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

Question 4

Brand platform is a living document that establishes a foundation for the organization's identity, messaging and visual presentation. Additionally, it serves as a framework for all internal and external communications, as well as a guide for how internal operations are performed.

Write an essay not more than 350 words on the elements of a brand platform. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

