

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM2109: Public Relation Strategies

Date of Examination : December 10, 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) : Mr. Mohd Khairul Irwan Bin Mansor

Moderator : Ms. Maizurah Khathu

*This paper consists of 6 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM 2109: PUBLIC RELATION STRATEGIES  
FINAL EXAMINATIONS: AUGUST 2015 SESSION

**SECTION A (SHORT ANSWER QUESTIONS)**

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

**Question 1**

The Glitz Academy Talent School (GATS) is made up of three departments: music, drama and dance. These three departments focus on grooming talents of all ages towards becoming professional stage performers.

Students at GATS will have the opportunity to take part in various events throughout the year: monthly recitals, term-end presentations and showcase, mini-concerts, corporate function performances and other visiting groups and ensembles, musical theater shows etc. We believe that with this, students will constantly be challenged and inspired.

The courses and programs within GATS are designed that each student will receive enough personal attention and guidance. Students can choose from a range of courses from individual to group classes to help them to be exposed to Broadway music and musical theater. GATS offer programs that are both academic and practical. GATS now have external certification from the International Music Examination Board (IMEB). We also do outreach programs, workshops and campus such as the *Splash! Workshop* and *Sparks Show Choir Camp*.

Even though we're among the pioneers in this industry, it is quite hard to convince Malaysians to enroll in the program. Most of them are skeptical of the future in performing arts. Studying arts has encouraged a number of skepticism among the members of society, hence creating a hurdle for young talented children to spread their skills and capability to a bigger platform. GATS is planning to work closely with the Ministry of Education and the Ministry of Tourism to promote performing arts especially to the younger generations so that they recognize arts as an important commodity that can offer multiple career development opportunities.

Answer the following questions based on the information above:

- (a) Define and briefly explain the following types of publics of The Glitz Academy Talent School;
- (i) hostile forces
  - (ii) allies
  - (iii) secondary customers
  - (iv) opinion leaders
- (8 marks)
- (b) Briefly explain **THREE (3)** possible proactive action strategies to be taken to enhance the current positioning and visibility of The Glitz Academy Talent School.
- (6 marks)

- (c) List down **THREE (3)** ways how The Glitz Academy Talent School can convince the apathetic public to enroll in their program. (3 marks)
- (d) In order to position itself in the market, The Glitz Academy Talent School has to conduct and analyze research to determine how it is perceived by the public. What are the other **THREE (3)** actions to be taken by the organization? (3 marks)

**Question 2**



Answer the following questions based on the illustration of the successful brands above:

- (a) Briefly explain how a well-designed logo plays a pivotal role in enhancing corporate image. (6 marks)
- (b) Choose any **ONE (1)** of the brands illustrated above and explain briefly how the company/organization efficaciously manages its corporate identity. (6 marks)
- (c) Briefly explain **FOUR (4)** barriers to achieving desired image. (8 marks)

### Question 3

Puma recently joined the long line of brands -- including Gillette, Dove, Starbucks and Swatch -- that have transitioned their positioning from focusing on functional attributes to featuring their products as representing a lifestyle.

Puma's emphasis on lifestyle is a major departure from its original concentration on soccer shoes and other high-performance athletic equipment -- a positioning solidified by endorsements from superstar athletes the likes of soccer legends Pele and Maradona. Now, instead of continuing its tradition of designing and manufacturing high-end athletic gear, Puma is looking to broaden its product line by focusing on leisure pursuits rather than professional sports products. More important, Puma is shifting away from stressing functional performance toward touting its products as a lifestyle choice.

Extracted from <http://adage.com/article/cmo-strategy/marketers-puma-embrace-lifestyle-branding/228028/>

- (a) By referring to the above extract on Puma's current positioning strategy, briefly justify **FIVE (5)** factors that Puma has to weigh before making the strategic decision. (10 marks)
- (b) Briefly explain any **FOUR (4)** attributes of a strong, established brand. (8 marks)
- (c) State **TWO (2)** negative implications that might occur due to rebranding exercise. (2 marks)

### Question 4

*Discussing the power of media relations, Andrew Marcus, Deputy Head of Communications at the Museum of London, says that the skills needed for effective media relations are the same as those needed for good PR, as it is all about being able to communicate a message.*

- (a) Explain briefly **FIVE (5)** tips to pitch publicity to news media. (5 marks)
- (b) Identify any **FIVE (5)** online media and explain how each one of them contributes to the work of public relations professionals. (10 marks)
- (c) *No publicity is bad publicity.*  
Do you agree with this phrase? Justify your answer. (5 marks)

**Question 5**

- (a) Explain briefly any **FIVE (5)** key elements in issues management. (10 marks)
- (b) Explain briefly **FOUR (4)** actions to be taken to manage a crisis. (8 marks)
- (c) *A company is guilty of the accusation when a company official says "no comment".*  
Do you agree with this statement? Justify your answer. (2 marks)

**SECTION B (ESSAY)**

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

**Question 1**

*According to John Kay, the author of the Foundations of Corporate Success, reputation is the most important commercial mechanism for conveying information to consumers. It is a distinctive capability that accrues competitive advantage to an organization.*

Write an essay of not more than 300 words on how to secure and sustain the internal and external acceptance in achieving favorable image and reputation of an organization. Ensure that your essay is supported with elaboration and examples.

(20 marks)

**Question 2**

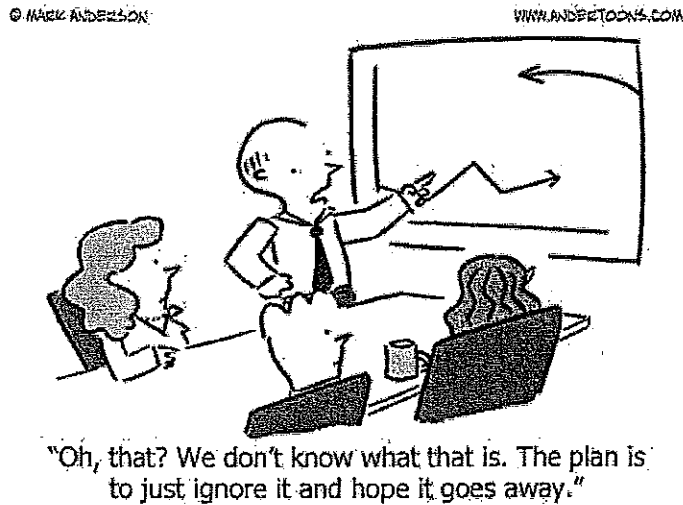
*"88% of consumers said they were more likely to buy from a company that supports and engages in activities to improve society."*

- Better Business Journey, UK Small Business Consortium

Write an essay of not more than 300 words on the positive contributions of corporate social responsibility (CSR) to business. Ensure that your essay is supported with elaboration and examples.

(20 marks)

Question 3



By referring to the cartoon above, write an essay of not more than 300 words on defensive responses and the application of rectifying behaviour to crystalize the situation. Ensure that your essay is supported with clear elaboration.

(20 marks)

Question 4

On July 15, Canadian officials banned pro-vegetarianism ads featuring bikini-clad Pamela Anderson depicted as meat. The labels support the ad's tagline: "All animals have the same parts. Have a heart. Go vegetarian".

US Weekly reported Anderson was in Montreal to unveil the campaign when PETA received notice of the ban. This comes as nothing new; many PETA ads have been banned. This year alone, the organization's failed advertising attempts range from the Super Bowl to Southwest Airlines. Expecting controversy, PETA gears PR messages for industry trade sites, blogs, and e-zines.

By referring to the excerpt above, what is your opinion on the use of shocking and offensive elements in public relations/advertising campaigns? Is there any rationale for such action? Write an essay of not more than 300 words to justify your answer. Ensure than your essay is supported with sound elaboration.

(20 marks)