

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1105: Principles of Public Relations**

Date of Examination : 31 July, 2016 (Sunday)

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) : **Sharon Thillainathan**, Afiqah Aisyah Saiful Bahar and
Manimegalai Ambikapathy

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM1105: PRINCIPLES OF PUBLIC RELATIONS
FINAL EXAMINATION: APRIL 2016 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

- (a) Describe **FIVE (5)** types of publics in Public Relation. (10 marks)
- (b) Briefly explain any **FIVE (5)** communication skills to be employed by Public Relations Officers. (10 marks)

Question 2

- (a) Discuss **FOUR (4)** areas of Public Relations practice with a proper explanation and example. (10 marks)
- (b) Explain any **FIVE (5)** communication tasks performed by Public Relation. (10 marks)

Question 3

- (a) Briefly explain **FIVE (5)** objectives of a good consumer relations. (10 marks)
- (b) Describe **FIVE (5)** principles of Employee Relations. (10 marks)

Question 4

- (a) How the internet has changed the Public Relations profession? Elaborate with any **FIVE (5)** points. (10 marks)
- (b) Describe **FIVE (5)** future and changing roles of PR officer. (10 marks)

Question 5

- (a) Explain briefly the **FOUR (4)** reasons why news releases fail. (10 marks)
- (b) Briefly explain **FOUR (4)** rules of Inverted Pyramid. (10 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

Explain **FIVE (5)** newsworthy elements for News Releases. (20 marks)

Question 2

Suggest **FIVE (5)** characteristics of releases for the Internet. (20 marks)

Question 3

Discuss any **FIVE (5)** purposes of research in Public Relations profession. (20 marks)

Question 4

Describe **FIVE (5)** major evolution or changes in Public Relations field. (20 marks)

