

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2109: Public Relation Strategies**

Date of Examination : 29 July, 2016 (Friday)

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) : **Afiqah Aisyah Saiful Bahar, Manimegalai Ambikapathy and Kalaivani Ganasegaran**

Moderator : Maizurah Khathu

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

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM2109: PUBLIC RELATION STRATEGIES
FINAL EXAMINATION: APRIL 2016 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided. All questions carry equal marks. **(60 marks)**

Question 1

- (a) Define Governmental Public Relations with **ONE (1)** example. (2 marks)
- (b) Differentiate between Strategy and Tactics. (2 marks)
- (c) Explain Public Relations Strategy. (4 marks)
- (d) Briefly explain **FOUR (4)** functions of public relations. (12 marks)

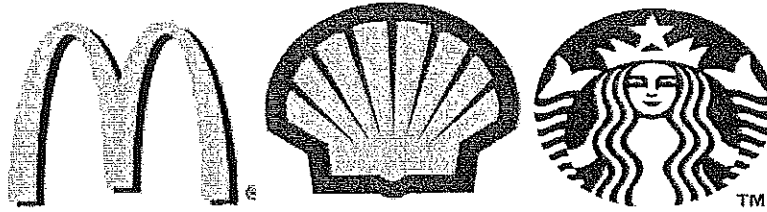
(Total: 20 marks)

Question 2

- (a) Explain **THREE (3)** advantages of campaign. (6 marks)
- (b) Identify and explain **SEVEN (7)** guidelines for a good campaign planning with relevant examples. (14 marks)

(Total: 20 marks)

Question 3



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

(a) Briefly explain **SIX (6)** reasons how these brands communicates about their brands? (12 marks)

(b) Explain brand attributes of these products (8 marks)

(Total: 20 marks)

Question 4

(a) Define corporate identity. (2 marks)

(b) Explain **THREE (3)** importance of identity. (6 marks)

(c) Briefly explain **THREE (3)** types of corporate identity with relevant examples. (12 marks)

(Total: 20 marks)

Question 5

(a) Provide **TWO (2)** differences between Public Relations and Reporters task in dealing with media. (8 marks)

(b) Explain the **THREE (3)** process of targeting the correct media practitioner. (12 marks)

(Total: 20 marks)

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided. All questions carry equal marks. **(40 marks)**

Question 1

Sponsors use events to emotionally tie their product or service to a market segment that identifies with the event and consequently identifies with the sponsor's product. Describe **FOUR (4)** benefits of sponsorship for corporate sponsor.

(20 marks)

Question 2

"Global investigators believe more than \$1 billion entered Malaysian Prime Minister Najib Razak's personal bank accounts, much of it from state investment fund 1MDB. The scandal has caused a political crisis in an important U.S. ally in Asia and threatens to upend years of one-party rule in the country". (The Star, March 2016).

A crisis is defined as a significant threat to operations that can have negative consequences if not handled properly. Analyze **FIVE (5)** ways to handle the crisis effectively.

(20 marks)

Question 3

The skill of a public relations officer is tested when one has to conduct a risk communication for the company that he/she works for. Throughout the years, scholars had identified the proper process that could be adapted in order to lessen the probable cost and damage in an unplanned communication. Explain **FIVE (5)** out of any **SEVEN (7)** steps in conducting a risk communication.

(20 marks)

Question 4

Tabung Haji Hotels have been operating for the past 34 years. Being a religious-based company, the company faces problems in reaching the general public despite operating within the hotel industry. As the Director of public relations for the headquarter, you are required to come out with an explanation on the encountered problems to the board members. Using the Coorientational Relationships theory,

- (a) Provide the definition of the theory (2 marks)
- (b) Explain **THREE (3)** ways the company can detect the problems (9 marks)
- (c) **THREE (3)** examples for the mentioned problems. (9 marks)

(Total: 20 marks)

