

 **INTI** International
University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : April 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM1105: Principles of Public Relations

Date of Examination : July 31st, 2018 (Tuesday)

Time : 11:00am – 01:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer ALL. (40 marks)

SECTION B: Answer any TWO (2) short-answer questions out of THREE (3) questions. (40 marks)

SECTION C: Answer any ONE (1) essay question out of TWO (2) questions. (20 marks)

Materials permitted : Nil

Materials provided : OMR Form

Examiner(s) : Manimegalai Ambikapathy and Ou Yang Cai Ying

Moderator : Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1105: PRINCIPLES OF PUBLIC RELATIONS
FINAL EXAMINATION: APRIL 2018 SESSION

SECTION A: Multiple Choice Questions (40 marks)

Instruction: This section consists of **TWENTY (20)** questions. Answer **ALL** questions in the OMR sheet provided.

1. "Public relations is a planned process to influence public opinion, through sound character and proper performance, based on mutually satisfactory two-way communication." according to:
 - A. Seitel
 - B. J. Grunig
 - C. Broom
 - D. Edward

2. Public relations is defined as the art or science of
 - A. expressing one's political opinions to the public
 - B. attempting to get various sectors of the publics to have a better relationship with each other
 - C. establishing and promoting a favorable relationship with the public
 - D. All of the above

3. The main goal of early press agency was to
 - A. use hype to generate publicity for clients
 - B. impress upon the public the importance of publicity
 - C. make corporate clients appear to be interested in social responsibility
 - D. resolve scandals by being as truthful as possible with the public

4. Who developed the two-way model of public relations?
 - A. Ivy Lee
 - B. Edward Bernay
 - C. Philips Barnum
 - D. Dorris E. Fleichman

5. The fundamental mandate of public relations is
 - A. strategy
 - B. communications
 - C. relationships
 - D. character

6. The execution phase of the public relations process is known as
 - A. planning
 - B. communication
 - C. evaluation
 - D. strategies

7. To effectively communicate with a public, it is important to recognize that
 - A. all publics have the same needs.
 - B. all publics are most interested in the technology you use.
 - C. all publics have their own special needs and require different types of communication.
 - D. all publics have overlapping organizational needs.

8. Publics that are classified as internal publics include
 - A. stockholders and the board of directors
 - B. customers and suppliers
 - C. legislators and the general public
 - D. senior citizens and homosexuals

9. Which of the following is **NOT** a significant contribution by Edward L. Bernays to the field of public relations?
 - A. "Recruiting" the first distinguished female practitioner, Doris E. Fleischman
 - B. Teaching the first course in public relations
 - C. Publishing the landmark consumerism book *Unsafe at Any Speed*
 - D. Introducing the importance of seeking public relations counsel

10. In interviews, the interviewers seek
 - A. someone with whom they can have an intellectual conversation.
 - B. someone who can provide material for a "good story."
 - C. someone with whom they can develop a lasting friendship.
 - D. someone who will make them look good.

11. Which of the below is not the fundamental of good writing?
 - A. The idea must lead the expression
 - B. Write a rough draft
 - C. Write not for a particular audience
 - D. Simplify, aim, and clarify

12. When people have no prior information regarding a subject, the mass media play a role in telling people what to think. It's referring to
- A. two step flow theory
 - B. media dependency theory
 - C. framing theory
 - D. agenda setting theory
13. _____ will create interest and engage with audience.
- A. Drama
 - B. Statistics
 - C. Survey
 - D. Endorsements
14. Public is known as _____
- A. a group of individuals or organizations who recognize their connection with a common problem, cause or goal.
 - B. a group of individuals or organizations who recognize their conflict with a common problem, cause or goal.
 - C. None of the above
 - D. All of the above
15. The theory of communication that states media content sets the valence for public discussion through the selection of stories tell the public what to think about is
- A. Agenda-setting theory
 - B. Media dependency theory
 - C. Framing theory
 - D. Cultivation theory
16. Responding to concerns and informing and motivating an organization's internal public is:
- A. community relations
 - B. employee relations
 - C. government relations
 - D. industry relations
17. _____ believed that the best way to practice "public relations" was to make sure the public had truthful information.
- A. Ivy Lee
 - B. Edward Bernay
 - C. Grunig
 - D. Steven Hawkins

18. _____ is an untruthful oral (spoken) statement about a person that harms the person's reputation or standing in the community.
- A. Slander
 - B. Libel
 - C. Copy right act
 - D. Defamation
19. One of the examples for malevolence crisis is:
- A. product tampering
 - B. natural disaster
 - C. rumors
 - D. violence
20. When public relations practitioners seek to maintain or improve relations with local special interest groups, they are engaged in
- A. employee relation
 - B. media relation
 - C. community relation
 - D. consumer relation

SECTION B: Short Answer Question (40 marks)

Instruction: Answer any **TWO (2)** out of **THREE (3)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Discuss the **FOUR (4)** evolution of public relations. (10 marks)
- (b) List out **FIVE (5)** contributions by Ivy Lee to public relation fields. (10 marks)

Question 2

- (a) List out **FIVE (5)** objectives of a good employee relations. (10 marks)
- (b) List out any **FIVE (5)** strategic communication elements in employee relations. (10 marks)

Question 3

- (a) Briefly explain **FOUR (4)** elements proposed by **MARSTON'S RACE** model. (8 marks)
- (b) Discuss the following Public Relation theories:
- (i) System Theory
 - (ii) Situational Theory
 - (iii) Diffusion Theory
- (12 marks)

SECTION C: Essay Question (20 marks)

Instruction: Answer any **ONE (1)** out of **TWO (2)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

You work for a public relations company. Your employer asks you to give an introduction speech about public relation and marketing. In a 200-300 words, write an outline for a speech.

Elements to be included are:

- Definition of public relations (4 marks)
- Any **FOUR (4)** differences between public relation and marketing (20 marks)

Question 2

Crisis is a sudden and unexpected event effecting an organization's reputation in financial and reputation operation (Coombs, 1999)

Write an essay not more than 350 words to describe relevant characteristics of crisis. Ensure to provide at least **FIVE (5)** characteristics with appropriate elaboration to support your points.

(20 marks)

≈ The End ≈

Formatted/COM1105(Apr2018)Final/hizam