

FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM1105: Principles of Public Relations

Date of Examination : 13 December, 2018 (Thursday)

Time : 11:00am – 1:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer **ALL** questions in the OMR sheets

SECTION B: Answer any **TWO (2)** questions

SECTION C: Answer any **ONE (1)** essay question

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted : Nil

Materials provided : OMR Sheets

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Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 7 printed pages, including the cover page

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

Section A (40 marks)

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

1. Who among the following is widely known as the father of the modern public relations industry and the first public relations advisor?
 - A. Phineas T. Barnum
 - B. Edward Bernays
 - C. Ivy Lee
 - D. John W. Hill

2. Which one of the following type of public is unaware of their relationships with others on a given issue?
 - A. Non-publics
 - B. Stakeholder publics
 - C. Latent publics
 - D. Active publics

3. When facing a crisis, management should consider
 - A. not holding a press conference until things cool down
 - B. counseling management on policy
 - C. developing a public relations strategy
 - D. analyzing the impact of policies on publics

4. Which is **NOT** the reason for planning in public relations?
 - A. To keep action in line with mission
 - B. To help us be able to control our destiny
 - C. To be outstanding in gaining power and authority
 - D. To better understand and focus our research

5. 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

6. The method that provides the practitioner with the greatest control of content and placement in media is
 - A. Advertising
 - B. Marketing
 - C. Publicity
 - D. Product placement

7. According to the text, the primary activities of PR practitioners include
 - A. advertising, counseling, and fundraising
 - B. writing, speaking, and organizing
 - C. research, counseling, and communication
 - D. all of the above

8. Principles developed by Ivy Lee in working with the press on behalf of business included
 - A. recognition that any publicity was good as long as a client's name was spelled correctly.
 - B. commitment to present his client's point of view honestly, accurately, and forcefully.
 - C. formation of third-front organizations.
 - D. creation of "people in the street" interviews

9. Which of the following does **NOT** characterize News on the Internet?
 - A. More pervasive
 - B. Less intrusive
 - C. More accessible to the masses
 - D. More likely to cause problems for public relations professionals

10. Which one of the following is **NOT** external public to an organization?
 - A. Employee
 - B. Media
 - C. Government
 - D. Supplier

11. One major aspect of "giving back" is support for
 - A. enlightened self-interest.
 - B. voluntarism.
 - C. "bringing a child to work" days.
 - D. expanding the number of philharmonic orchestras nationwide.

12. Relating with other firms in the industry of an organization and with trade association is known as
- A. industry relations
 - B. community relations
 - C. corporate relations
 - D. organizational relations
13. _____ is to determine actions or adjustments needed for social harmony.
- A. Honest communication
 - B. Environmental research
 - C. Community relations
 - D. Corporate social responsibility
14. Select correct statement from below:
- A. Public relations became a formal profession in America roughly between late 1900s and early 2000s.
 - B. In the 1900s, public relations techniques were used to encourage settlement in the American East.
 - C. In public relations history, the late 1800s were known as the Age of the Press Agent.
 - D. Ivy believed that the best way to practice “public relations” was to make sure the public had two- way communication.
15. Which is correct from below about Inverted Pyramid?
- A. Climax of news story comes at the beginning.
 - B. Paragraphs are written in ascending order of importance; less important facts presented as the article continues.
 - C. Last paragraph in news story answers who, what, why, when, where and occasionally how.
 - D. Lead, also known as last paragraph in news story.
16. _____ used economic metaphor of costs and benefits to predict behavior.
- A. Social learning theory
 - B. Social exchange theory
 - C. Diffusion theory
 - D. Situational theory
17. Which one of the following factors are not used to persuade public opinion?
- A. Facts
 - B. Emotions
 - C. Appealing to “us”
 - D. Personalizing

18. _____ occur when any individuals or groups fight with any business parties to win in their demands and expectations.
- A. Confrontation crisis
 - B. Malevolence crisis
 - C. Financial crisis
 - D. Economic crisis
19. Public Relations Practitioner is a mediator or middle person between _____ and _____.
- A. sellers; buyers
 - B. manufacturers; consumers
 - C. organization; employees
 - D. organization; public
20. PRSA offers its members innovative lifelong learning opportunities and professional development, celebrates innovation and excellence within the industry, upholds principles of ethics, and acts as one of the industry's leading voices. This PRSA is best refer to: -
- A. Public Relations Society of Austria
 - B. Public Relations Society of Australia
 - C. Public Relations Society of Argentina
 - D. Public Relations Society of America

Section B (40 marks)

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

Question 1

Write short notes on the following with suitable example:

- (a) Press release (4 marks)
- (b) Survey research (4 marks)
- (c) Community relations (4 marks)
- (d) Publics in public relation (4 marks)
- (e) Libel (4 marks)

(Total: 20 marks)

Question 2

- (a) List out the **FIVE (5)** differences between Press Agency/Publicity and Two Way Symmetric evolution. (10 marks)
- (b) List out any **FIVE (5)** differences between Edward Bernay and Ivy Lee's contribution in public relations. (10 marks)

(Total: 20 marks)

Question 3

- (a) Discuss the following theories with relevant example:
 - (i) System Theory (4 marks)
 - (ii) Situational Theory (4 marks)
 - (iii) Agenda setting Theory (4 marks)
- (b) Briefly discuss the **FOUR (4)** Public Relations laws. (8 marks)

(Total: 20 marks)

Section C (20 marks)

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

Question 1

Explain with examples, any **FIVE (5)** functions of PR department servicing to “Pepsi Company, Malaysia”

(20 marks)

Question 2

“Crisis is a situation that gives off negative and unexpected impact for a country and government” (Coombs, 1999).

Referring to above statement:

- (a) Define crisis. (5 marks)
- (b) Explain any **FIVE (5)** crisis responses with suitable example. (15 marks)

~ The End ~

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