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University & Colleges

**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM1105: Principles of Public Relations

Date of Examination : March 7, 2018 (Wednesday)

Time : 8.00am – 10.00am 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

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 RELATION  
FINAL EXAMINATION: JANUARY 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. To effectively communicate with a public, it is important to recognize that
  - A. publics have the same needs.
  - B. publics are most interested in the technology you use.
  - C. publics have their own special needs and require different types of communication.
  - D. publics have overlapping organizational needs.
  
2. 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 who live in the neighborhood nearby
  
3. In John Marston's R-A-C-E process, the key step is
  - A. solid strategy.
  - B. reasoned research.
  - C. proper action.
  - D. careful evaluation.
  
4. The fundamental mandate of public relations is
  - A. strategy
  - B. communications
  - C. relationships
  - D. character
  
5. 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

6. Who among the following is widely known as the father of the public relations industry and the first public relations advisor?
  - A. Barnum
  - B. Jackson
  - C. Dorris
  - D. Ivy Lee
  
7. When facing a crisis, management should consider:-
  - A. Not holding a press conference until things cool down
  - B. Freezing all the corporate assets
  - C. Developing a public relations strategy
  - D. Leaving the country during the cover of darkness
  
8. 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
  
9. Which of the following is a benefit publicity has over guarantees associated with advertising?
  - A. reach
  - B. third-party endorsement
  - C. placement of information provided to media
  - D. frequency
  
10. 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
  
11. "Situations characterized by surprise, high threat to important values and a short decision times" is \_\_\_\_\_.
  - A. Issues
  - B. Crises
  - C. Problems
  - D. Tragedies

12. Who developed the two-way model of public relations
  - A. Ivy Lee
  - B. Edward Bernay
  - C. Philips Barnum
  - D. Dorris E. Fleichman
  
13. A function relate to public relations that includes creating sales literature, meeting displays and promotions is
  - A. media relations
  - B. publicity
  - C. marketing communications
  - D. investor relations
  
14. The government affairs function of public relations
  - A. deals with customers who want sales information
  - B. deals with officials at the local, state and federal levels
  - C. deals with investors who want information about the annual meeting
  - D. deals with behavioral beliefs
  
15. Public relations professionals often deal with either internal or external communications. Which of the following best describes those two types of communications?
  - A. Internal communications deal with investors, clients, customers or contributors, and external communications keep company employees informed about the company.
  - B. Internal communications always flow from the top of the organization down, and external communications always flow from the bottom to the top
  - C. Internal communications always are carried out by e-mail, and external communications always are carried out through the mass media
  - D. Internal communications keep company employees informed about the company, and external communications deal with investors, clients, customers or contributors
  
16. Which of the following is **NOT** among the reasons often cited by journalists for rejecting news releases?
  - A. They are not newsworthy
  - B. They are too well written
  - C. They are sent to the wrong person
  - D. They fail to include important information

17. The theory of communication that states media content sets the agenda for public discussion through the selection of stories tell the public what to think about.
- A. Agenda-setting theory
  - B. Media dependency theory
  - C. Framing theory
  - D. Cultivation theory
18. The theory of communication that states when people have no prior information regarding a subject , the mass media play a role in telling people what to think.
- A. Agenda-setting theory
  - B. Media dependency theory
  - C. Framing theory
  - D. Cultivation theory
19. The execution phase of the public relations process is known as
- A. planning
  - B. communication
  - C. evaluation
  - D. strategies
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) Briefly explain any **FIVE (5)** contributions by Edward Bernay to public relation fields. (10 marks)

**Question 2**

Situational theory is a theory that helps an individual to classify the group of public. Briefly explain the **FOUR (4)** types of publics listed in situational theory.

(20 marks)

**Question 3**

Discuss the following term with suitable example:

- |                    |           |
|--------------------|-----------|
| (a) Slander        | (5 marks) |
| (b) Libel          | (5 marks) |
| (c) Privacy Rights | (5 marks) |
| (d) Testimonials   | (5 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**

Based on the Crifasi's R-O-S-I-E model, discuss the **FIVE (5)** principles to be a good public relations practitioner.

(20 marks)

**Question 2**

"Happy employees are productive employees. Successful businesses know how to manage relationships to build lasting employee satisfaction" (Wilcox & Cameron, 2012).

Based on the above statement, write an essay of not more than 300 words on any **FIVE (5)** benefits in concentrating on employee relations.

(20 marks)

≈ **The End** ≈

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