

**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM2109: Public Relation Strategies

Date of Examination : March 10, 2016 (Thursday)

Time : 2.00pm – 4.00pm 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) : Mr. Zulkarnain Bin Mohd Dahlim

Moderator : Ms. Maizurah Khathu

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

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM2109: PUBLIC RELATIONS STRATEGIES  
FINAL EXAMINATION: JANUARY 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 (**20 marks per question**).

**Question 1**

- (a) Define what a press release is. (6 marks)
- (b) Outline any **THREE (3)** public relations practitioner tasks. (6 marks)
- (c) Explain any **FOUR (4)** objectives that may be achieved through public relations activity. (8 marks)

**Question 2**

- (a) Identify the **FOUR (4)** processes involved in PR Campaign Planning. (4 marks)
- (b) Explain the guidelines for writing the Campaign Planning problem statement. (6 marks)
- (c) In PR Campaign Planning purpose statement, what does SMART Objectives stands for and explain their meaning. Describe your answer. (10 marks)

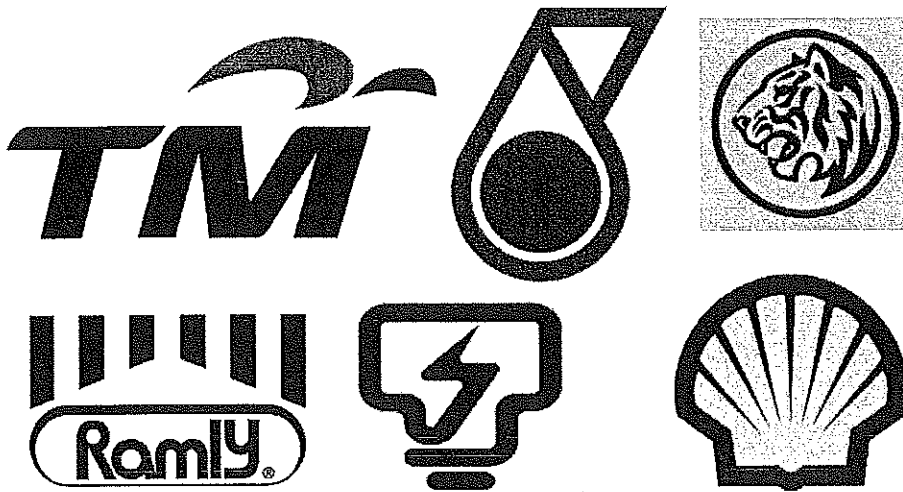
**Question 3**

- (a) Explain Brand Strategy & Equity in PR Strategies. (10 marks)
- (b) Outline **SEVEN (7)** guidelines of good campaign planning. (7 marks)
- (c) Distinguish the difference between public relations and publicity. (3 marks)

**Question 4**

- (a) Compare the difference between corporate image & corporate identity. (10 marks)
- (b) Name & explain the **THREE (3)** types of corporate identity. (10 marks)

Question 5



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

- (a) Briefly explain how a well-designed logo plays a pivotal role in enhancing corporate image. (6 marks)
- (b) Choose any **ONE (1)** of the brands illustrated above & explain briefly how the company / organization successfully manages its corporate identity. (7 marks)
- (c) Briefly describe your chosen company / organization's corporate image association with a positive cause & why. (7 marks)

**SECTION B (ESSAY QUESTIONS)**

**Instructions:** Answer any **TWO (2)** out of **FOUR (4)** essay questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

Explain the **FIVE (5)** concepts of brand management in public relations strategies. (20 marks)

**Question 2**

Explain the **NINE (9)** steps of campaign planning for corporation. Give examples for any **FIVE (5)** out of the nine steps. (20 marks)

**Question 3**

**MINISTRY OF STATE SECRETARIAT OF THE REPUBLIC OF INDONESIA**

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Friday, 29 January 2016  
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**Government Works Hard to Extinguish Fire**

President Joko Widodo said that Government has worked hard to manage land and forest fire. "I saw the Indonesian Military (TNI) and Police personnel as well as National Disaster Management Agency (BNPB) have worked seriously," the President said while visiting the haze location in Rimbo Panjang Village, Tambang sub-District, Kampar Regency, Riau Province on Friday, 9 October 2015.

As cited in the press release of Presidential Communication Team, President Widodo explained that the haze mitigation took a long time because the burned area is very extensive which is 1.7 hectares, amid El Nino drought.

In Kalimantan, a total of 770 thousand hectares of land are burned where 35.9% of the land are peatland. Meanwhile, in Sumatera - a total of 593 thousand hectares of land are burned where 45.9% of the land are peatland and a total of 221 704 hectares of land are burned in South Sumatera Province.

To accelerate the fire extinguishing, the Government receives an aircraft assistance from Malaysia, Singapore, Russia and China. The aircrafts have a capacity of 12,000 - 15,000 liter of water.

"We will focus on managing the biggest hotspot location that is in South Sumatera," the President said.

President Widodo, via telephone, has talked to Coordinating Minister for Political, Legal and Security Affairs Luhut Panjaitan and Head of BNPB Willem Rampangilel who are in the South Sumatera to do coordination for the haze disaster management. "The target is about two weeks. Through the larger- water bombing capacity aircraft, the fire is expected to be managed quickly," the President noted.

He also stated that the current haze disaster is caused by the fire in peatland. Its unique characteristics make it difficult to extinguish fire there. "We think that the fire has been extinguished, whereas it smolders below," the President stated.

Therefore, the best way to manage the fire in the peatland is by making canal blocks and embung (small artificial lakes) for the water stock in the left and right side for rewetting peat.

The canal blocks and its embung are not only built in the former location of fire in Rimbo Panjang Village, Tambang sub-District, Kampar Regency but also in Pulang Pisang, Central Kalimantan, the location visited by the President last September.

"I instructed to build canal blocks and embung in all peatlands and it is still in progress," President Widodo said. (Humas Kemensetneg)

Media statement by the president on behalf of the Indonesia Government regarding the Haze situation on 9<sup>th</sup> October 2015.

Based on the media statement of the crisis above, write an essay of not more than 300 words, on the positive or negative aspects of the statement. Ensure your essay is supported with elaboration and examples and suggest how you would approach this situation.

(20 marks)

## Question 4

 Media Statement & Information on Flight MH370 | 有关MH370航班的媒体声明及信息

**Saturday, March 08, 07:30 AM GMT +0800 Media Statement -  
MH370 Incident released at 7.24am**

**Selangor, 8 March 2014:** Malaysia Airlines confirms that flight MH370 has lost contact with Subang Air Traffic Control at 2.40am, today (8 March 2014).

Flight MH370, operated on the B777-200 aircraft, departed Kuala Lumpur at 12.41am on 8 March 2014. MH370 was expected to land in Beijing at 6.30am the same day. The flight was carrying a total number of 227 passengers (including 2 infants), 12 crew members.

Malaysia Airlines is currently working with the authorities who have activated their Search and Rescue team to locate the aircraft.

The airline will provide regular updates on the situation. Meanwhile, the families may contact +603 7884 1234 for further info.

(2014年3月8日雪邦讯) 马来西亚航空公司证实MH370航班于2014年3月8日凌晨2点40分与苏邦空中交通管制台失去联系。

MH370航班由波音777-200机型执飞，于2014年3月8日凌晨0点41分由吉隆坡起飞，预计今晨6点30份抵达北京。该航班运载227名旅客（包括2名婴儿）及12名机组人员。

马来西亚航空公司目前正与搜寻与救援机构通力合作以确定飞机位置。

航空公司将会根据事件进展及时提供最新资讯。公众可以联络+603 7884 1234了解更多信息。

First media statement by Malaysia Airlines regarding the disappearance of flight MH370 on 8<sup>th</sup> March 2014.

Based on the media statement of the crisis above, write an essay of not more than 300 words, on the positive or negative aspects of the statement. Ensure your essay is supported with elaboration and examples and suggest how you would approach this situation.

(20 marks)

~ THE END ~  
COM2109(F) January 2016

