

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1105: Principles of Public Relations

Date of Examination : August 3, 2017 (Thursday)

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer ALL.

SECTION B: Answer any THREE (3) short-answer questions out of FIVE (5) questions.

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

Materials permitted :

Nil

Materials provided :

Nil

Examiner(s) :

Manimegalai Ambikapathy and Koe Gaik Cheng

Moderator :

Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM 1105: PRINCIPLES OF PUBLIC RELATIONS  
FINAL EXAMINATIONS: APRIL 2017 SESSION

**SECTION A: (40 marks)**

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

1. There are five common elements in basic PR definitions. Which is false?
  - A. Management function
  - B. Socially responsible
  - C. Planned activity
  - D. Highly technological research
  
2. Who among the following is widely known as the father of the public relations industry and the first public relations advisor?
  - A. Phineas T. Barnum
  - B. Ivy Lee
  - C. Andrew Jackson
  - D. Sir Walter Raleigh
  
3. What task dominates as the common task for all public relation practitioners?
  - A. Writing and editing
  - B. Planning special events
  - C. Research and evaluation
  - D. All of above
  
4. *This theory uses the economic metaphor of costs and benefits to predict behaviour.* Which theory fits into the description below ?
  - A. System Theory
  - B. Social exchange theory
  - C. Diffusion theory
  - D. Situational theory
  
5. Which is the most "balanced" or feedback-based of Grunig's four models of public relations?
  - A. Press agency model
  - B. Public information model
  - C. Two-way asymmetrical model
  - D. Two-way symmetrical model

6. When public relations practitioners seek to maintain or improve their relationship with local special interest groups, they are engaged in
  - A. Community relations
  - B. Employee relations
  - C. Media relations
  - D. Consumer relations
  
7. A group that can directly influence your organization's abilities to achieve its goals is known as a \_\_\_\_\_
  - A. Potential public
  - B. Traditional public
  - C. Secondary public
  - D. Primary public
  
8. Most crises are \_\_\_\_\_
  - A. Time consuming
  - B. Disastrous
  - C. Predictable
  - D. Avoidable
  
9. A public relations practitioner interact with which groups?
  - A. Employees
  - B. Stockholders
  - C. Management
  - D. All of the above
  
10. What is lobbying?
  - A. Marketing jobs
  - B. Protesting about a particular cause
  - C. The enhancement of communication between investor-owned companies and their shareholders
  - D. Directly interacting to influence elected officials or government regulators and agents

11. Focus group is defined as
  - A. A small groups of a targeted public who are interviewed for research
  - B. A group of people chosen to be finalists for a competition
  - C. A group chosen as the best of the best
  - D. A group of people who want to go into public relations
  
12. For crisis management to be effective, public relations practitioners need to:
  - A. Take the matter seriously
  - B. Ensure the organisations deed match the words
  - C. Anticipate the needs of media by approaching them with solid information before they approach people
  - D. Encourage management to be part of the communications loop
  
13. One major impact of new media technology for the building and maintaining of organization and public relationships is
  - A. Loss of media credibility
  - B. More interactive communication
  - C. A switch to printed media
  - D. Less communication with colleagues
  
14. A public is defined as a group of individuals or organization who \_\_\_\_\_
  - A. Work for the same company
  - B. Use the same product
  - C. Are boycotting a corporation
  - D. Have a relationship with an organization
  
15. Which of the following is secondary research?
  - A. Reviewing previously published or broadcast information
  - B. Using company or public records and contacts
  - C. Using focus group and surveys
  - D. Interviewing company officials
  
16. Which area of public relations deals with emerging issues and their potential impact on an organization?
  - A. Public opinion
  - B. Issues management
  - C. Public affairs
  - D. Lobbying

17. What should a public relations practitioner do if he/she does not know the answer to a reporter's question?
- A. Give the reporter other information he/she is certain is correct
  - B. Say that the information is "off the record" and will be disseminated later
  - C. Say "I don't know" and promise to provide the information later
  - D. Say "no comment", rather than appear uninformed
18. When we said PR is a two ways communication, we were...
- A. Not just telling but listening too
  - B. Giving instructions
  - C. Listening more than telling
  - D. Not to solicit feedback
19. PR professionals need to communicate with those within the organization. Which of the following would be the best vehicle for reaching them?
- A. Speech
  - B. News release
  - C. Newsletter
  - D. Position paper
20. Which of the following would a media kit **NOT** include?
- A. Background information
  - B. News release
  - C. Biography
  - D. Organization strategy paper

**SECTION B: Short Answer Questions. (40 marks)**

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

**Question 1**

Discuss **FIVE (5)** elements in the process of communication based on the Lasswell's Model.

(20 marks)

**Question 2**

Describe any **FIVE (5)** categories of publics with suitable examples.

(20 marks)

**Question 3**

- (a) Discuss any **FIVE (5)** types of public relations research method. (10 marks)
- (b) Discuss **FOUR (4)** evolution of public relations with suggested examples. (10 marks)

**SECTION C: Essay Questions. (20 marks)**

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

**Question 1**

Differentiate at least **FIVE (5)** differences between Agenda Setting theory and Media Dependency theory. (20 marks)

**Question 2**

“Persuasion is an activity or process when a communicator attends to induce a change in the belief, attitudes or behaviour of another person or group of persons through transmission of a message in a context in which the persuadee has some degree of free choice”.

Based on above statement, write an essay of not more than 300 words on any **FIVE (5)** techniques of persuasions. (20 marks)

≈The End≈

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