

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2109: Public Relation Strategies

Date of Examination : August 3,2017 (Thursday)

Time : 5.00pm – 7.00pm 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) : Ch'ng Yee Teong and Maizurah Khathu

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2109: PUBLIC RELATIONS STRATEGIES
FINAL EXAMINATION: APRIL 2017 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

A strike is a very powerful weapon used by trade unions and other labor associations to get their demands accepted. Explain **FIVE (5)** causes of strikes with suitable examples.

(20 marks)

Question 2

(a) Differentiate product and branding. (4 marks)

(b) Brand attributes is part of the brand management. It is a bundle of features that highlight the physical and personality aspects of the brand. Explain **FOUR (4)** key characteristics of brand attributes.

(16 marks)

(Total: 20 marks)

Question 3

(a) Define corporate image with relevant example. (4 marks)

(b) Explain **FOUR (4)** importance of corporate image with relevant examples. (16 marks)

(Total: 20 marks)

Question 4

Planning is the most important part of running a successful event, and this means starting well in advance.

(a) List **FIVE (5)** items that can be budgeted in planning a banquet. (10 marks)

(b) Explain **TWO (2)** reasons why feedback is important in an event. (4 marks)

(c) Explain **ONE (1)** advantage and **ONE (1)** disadvantage of using a celebrity as part of a promotional event. (6 marks)

(Total: 20 marks)

Question 5

- a) Explain the importance of research at the initial stage of a public relations campaign. (5 marks)
- b) Identify with explanation **TWO (2)** importance of ROI to a public relations client. (10 marks)
- c) Describe why scheduling is important in public relations planning. (5 marks)

(Total: 20 marks)

SECTION B (ESSAY QUESTIONS)

Instructions: Answer any **TWO (2)** questions out of **FOUR (4)** essay questions in the answer booklet provided. All questions carry equal marks **(20 marks per question)**.

Question 1

SMART goal setting is an effective process for setting and achieving your business goals. INTI Malaysia Restaurant intends to reduce its food cost by 50 %. The manager of the restaurant, Mr. Ch'ng has drafted a goal on 1st January 2017 as follow:

“In view of the trends of sustainability and corporate social responsibility, management oversight will focus on reducing food waste, including spoilage and scrap by 30 April 2017 in order to meet company's food cost reduction goal of 70%.”

Evaluate the goal based on SMART goal setting. Explain if the goal has fulfilled the criteria of SMART goal setting. (20 marks)

Question 2

- a) Define sponsorship with **ONE (1)** example. (4 marks)
- b) Identify a festival or event of interest to you and state the **EIGHT (8)** steps that you would follow in approaching potential sponsors for this event. (16 marks)

(Total: 20 marks)

Question 3

Amway, one of Malaysian largest direct selling business has organised a 3-year CSR initiatives in helping Rumah Tunas Harapan, a foster home in Selangor that cares for underprivileged children.

They have created a launching event called Harapan Programme at the Mandarin Oriental Kuala Lumpur Hotel to initiate the 3-year programme. The event was launched by Malaysia's Minister of Women, Family and Community Development, Dato' Sri Rohani Abdul Karim and has generated publicity from various media.

You are the Public Relations Officer of the organisation. You are requested by your manager to design an evaluation method to measure the effectiveness of the campaign.

In **350 words** write a report to your manager explaining **FOUR (4)** evaluation methods.

(20 marks)

Question 4

The disappearance of Malaysia Airlines (MAS) flight MH 370 on the 8th March 2014 has inevitably captured the attention of the world. It has been almost three years of the biggest catastrophe for Malaysian Airline. Most public relations practitioners agree that media relations and communication became the most important part for MAS during that crisis period. The media and communication part was not well at the starting point but towards the end things were getting smoother. What is done cannot be undone but we should learn from mistakes.

You are the Public Relations Director of the organization. You have been appointed by your CEO to be the person in charge of the crisis response team.

In **350 words** write an essay to offer **FOUR (4)** ways on how you could have enhanced the crisis communication process.

(20 marks)

~ The End ~