

FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM1105/SGM1123: Principles of Public Relations

Date of Examination : 07 December, 2016 (Wednesday)

Time : 11:00am – 1:00pm 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) : Manimegalai Ambikapathy and Kalaivani Ganasegaran

Moderator : Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1105/SGM1123: PRINCIPLES OF PUBLIC RELATIONS
FINAL EXAMINATION: AUGUST 2016 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. All questions carry equal marks.

Question 1

- (a) Describe **FIVE (5)** future and changing role of PR Officers. (10 marks)
- (b) Briefly explain **FIVE (5)** contribution by Bernay to Public Relations field (10 marks)
- (Total: 20 marks)**

Question 2

- (a) Discuss **FOUR (4)** evolution of Public Relations with relevant examples. (12 marks)
- (b) Identify and explain **FOUR (4)** nature of public relation tasks. (8 marks)
- (Total: 20 marks)**

Question 3

Discuss the following Public Relation theories:

- (a) Social Exchange Theory (5 marks)
- (b) Diffusion Theory (5 marks)
- (c) System Theory (5 marks)
- (d) Situational Theory (5 marks)

(Total: 20 marks)

Question 4

- (a) How Internet has changed the Public Relation Profession? Elaborate with any **FIVE (5)** points. (10 marks)
- (b) Briefly explain any **FIVE (5)** types of publics with suggested examples. (10 marks)

(Total: 20 marks)

Question 5

- (a) Explain **FOUR (4)** roles of law in public relations. (8 marks)
- (b) Briefly discuss **THREE (3)** Public Relations laws. (12 marks)

(Total: 20 marks)

SECTION B: Answer any **TWO (2)** essay questions in the answer booklet provided. All questions carry equal marks.

Question 1

Write an essay of not more than 350 words on any **FIVE (5)** major trends that have historically helped the practice of public relations come of age.

(20 marks)

Question 2

(a) Suggest any **FIVE (5)** benefits in concentrating on employee relations.

(10 marks)

(b) Provide **FIVE (5)** reasons as to why there is currently an even greater need for effective employee communications.

(10 marks)

Question 3

Cadbury is a famous chocolate brand in Malaysia. The product faced a crisis in May 2014 because two types of chocolates from Cadbury is contaminated with porcine ingredients (pork). It started with Facebook rumors but within 24 hours it became viral and it caught the government attention.

Discuss **FIVE (5)** ways how PR officer managed this crisis as per identified in crisis management steps.

(20 marks)

Question 4

Write an essay of not more than 350 words on any **FIVE (5)** purposes of research in Public Relations profession.

(20 marks)