

FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2109: Public Relation Strategies**

Date of Examination : 05 December, 2016 (Monday)

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 Manimegalai Ambikapathy

Moderator : Maizurah Khathu

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2109: PUBLIC RELATION STRATEGY
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. **(60 marks)**

Question 1

- (a) Describe **FIVE (5)** steps to plan and produce an effective campaign for a profit making organisation. (10 marks)
- (b) Examine a successful public relations campaign by using a case study. (10 marks)

(Total: 20 marks)

Question 2

- (a) Outline any **SEVEN (7)** points when to use media relations. (14 marks)
- (b) Distinguish **THREE (3)** differences between media relations and public relations jobs. (6 marks)

(Total: 20 marks)

Question 3

- (a) List out **FIVE (5)** ways how can a public relations practitioner measure publicity. (10 marks)
- (b) Explain with examples any **FIVE (5)** values of publicity. (10 marks)

(Total: 20 marks)

Question 4

(a) Define brand positioning. (4 marks)

(b) Discuss **FOUR (4)** goals of brand communication. (16 marks)

(Total: 20 marks)

Question 5

Public Relations Practitioners are management interpreter. Explain **TEN (10)** rules in handling media interview by Public Relations process.

(20 marks)

SECTION B: Answer any TWO (2) questions in the answer booklet provided. (40 marks)

Question 1

Cadbury is a famous chocolate brand in Malaysia. The product faced a crisis in May 2014 because two types of chocolates from Cadbury were contaminated with porcine ingredients (pork). It started with Facebook rumors but within 24 hours it became viral and it caught the government attention. Suggest **FOUR (4)** ways how should Cadbury manage this crisis through their contingency planning.

(20 marks)

Question 2

Theory is used to learn and evaluate how humans think and behave. Choose any **TWO (2)** types of persuasion theories and describe any **TWO (2)** similarities and **TWO (2)** differences between the theories.

(20 marks)

Question 3

To measure campaign effectiveness, evaluation is needed. Discuss any **FOUR (4)** types of quantitative evaluation.

(20 marks)

Question 4

BRANDS ARE MUCH MORE THAN LOGOS



Explain by using the examples above any FIVE (5) benefits of branding to consumers.

(20 marks)

~ The End ~

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