



FINAL
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1105: Principles of Public Relations

Date of Examination : December 8, 2017 (Friday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer ALL. (40 marks)

SECTION B: Answer any TWO (2) short-answer questions out of THREE (3) questions. (40 marks)

SECTION C: Answer any ONE (1) essay question out of TWO (2) questions. (20 marks)

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Manimegalai Ambikapathy, Maizurah Khathu 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)
COM1105: PRINCIPLES OF PUBLIC RELATION
FINAL EXAMINATION PAPER: AUGUST 2017 SESSION

SECTION A: Multiple Choice Questions (40 Marks)

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

1. Which practitioner is credited with coining the term “public relations counsel” in the 1923 book, *Crystallizing Public Opinion*?
 - A. Phineas T. Barnum
 - B. Edward Bernays
 - C. Ivy Lee
 - D. John W. Hill

2. Publics that are classified as internal publics include
 - A. stockholders and the board of directors
 - B. customers and suppliers
 - C. legislators and the general public
 - D. senior citizens who live in the neighborhood nearby

3. Public relations typically do not have responsibility for which one of the following?
 - A. Monitoring awareness inside and outside the organization
 - B. Counseling management on policy
 - C. Improving product design and packaging
 - D. Analyzing the impact of policies on publics

4. Which is **NOT** the reason for planning in public relations?
 - A. To keep action in line with mission
 - B. To help us be able to control our destiny
 - C. To be outstanding in gaining power and authority
 - D. To better understand and focus our research

5. Twisting messages to create the impression of performance is
 - A. an agreed-upon ethical practice in public relations
 - B. how to preserve hard-earned credibility
 - C. how to provide reporters with balanced information
 - D. a manifestation of spin

6. Increasingly, public relations practitioners are being asked to document measureable results. What is the major motivation of this pressure to measure impact?
 - A. Public relations results are typically intangible
 - B. Clients will not pay for programs for which results cannot be detected
 - C. Management wants to know how public relations contribute to achieving goals
 - D. Computers have replaced the need to gather data on programme impact

7. When facing a crisis, management should consider:-
 - A. Not holding a press conference until things cool down
 - B. Freezing all the corporate assets
 - C. Developing a public relations strategy
 - D. Leaving the country during the cover of darkness

8. Which of the following is **NOT** the goal of using evaluation research in public relations?
 - A. Showing how research findings relate to management's current concerns
 - B. Learning what worked and what did not
 - C. Providing a foundation for deciding what should be done
 - D. Managing public relations expenses

9. Which of the following is **NOT** the profile of opinion leaders?
 - A. Interested in a particular issue
 - B. Knowledgeable
 - C. Consumers of the mass media
 - D. Late majority of ideas

10. "Situations characterized by surprise, high threat to important values and a short decision times" is _____.
 - A. Issues
 - B. Crises
 - C. Problems
 - D. Tragedies

11. Experiences that influence attitudes include
 - A. Religion
 - B. Social class
 - C. Education
 - D. All the above

12. A function related to public relations that includes creating sales literature, meeting displays and promotions is
- A. Media relations
 - B. Publicity
 - C. Marketing communications
 - D. Investor relations
13. The government affairs function of public relations
- A. deals with customers who want sales information
 - B. deals with officials at the local, state and federal levels
 - C. deals with investors who want information about the annual meeting
 - D. deals with behavioral beliefs
14. What is the cardinal rule for public relations practitioners?
- A. Don't get caught
 - B. Never ever lie
 - C. Spin the issue to sway public opinion
 - D. Be considerate of how your words will influence the public
15. Which of the following does **NOT** describe public opinion?
- A. Elusive and fragile
 - B. Combustible and changing
 - C. Fleeting and vulnerable
 - D. Staid and immutable
16. The theory of communication that states media content sets the agenda for public discussion through the selection of stories tell the public what to think about.
- A. Agenda-setting theory
 - B. Media dependency theory
 - C. Framing theory
 - D. Cultivation theory
17. The theory of communication that states when people have no prior information regarding a subject , the mass media play a role in telling people what to think.
- A. Agenda-setting theory
 - B. Media dependency theory
 - C. Framing theory
 - D. Cultivation theory

18. 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
19. In the S-E-M-D-R and S-M-R models, the S and M, respectively, stand for
- A. Sender; mode
 - B. Source; medium
 - C. Source; message
 - D. Sender; message
20. Lasswell's Model describes an act of communication by defining five elements? Which of the following pairing is **FALSE**?
- A. Communicator – Control Analysis
 - B. Message – Audience Analysis
 - C. Medium – Media Analysis
 - D. Effect – Effects Analysis

SECTION B: Short Answer Question (40 marks)

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

Question 1

- (a) Based on the Melvin Sharpe model, discuss the **FIVE (5)** principles to be a good public relations practitioner. (10 marks)
- (b) Identify and explain **FIVE (5)** nature of public relation task. (10 marks)

Question 2

Discuss the following Public Relation theories:

- (a) Social Learning Theory (4 marks)
- (b) Diffusion Theory (4 marks)
- (c) System Theory (4 marks)
- (d) Situational Theory (4 marks)
- (e) Framing Theory (4 marks)

Question 3

Describe any **FOUR (4)** current trends in public relations work.

(20 marks)

SECTION C: Essay Question (20 marks)

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

Question 1

As the corporate communication executive for an organisation, you are requested to coordinate the media interview session of your management with the media.

How are you going to prepare your management for the interview? List down and briefly explain the **TEN (10)** rules in handling media interview.

(20 marks)

Question 2

Compare and contrast between public relations and journalism. At least any **FOUR (4)** comparisons are needed.

(20 marks)

- **The End** -

Formatted/COM1105(Aug17)final/hizam