



FINAL  
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2109: Public Relation Strategies

Date of Examination : December 14, 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) : Afiqah Aisyah Binti Saiful Bahar and Chan Siang Yen

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: AUGUST 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:** (60 marks)

Answer any **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided.

**Question 1**

- (a) List the **NINE (9)** steps in the planning of a Public Relations campaign. (10 marks)
- (b) Define the following terms:
1. Strategy
  2. Public Relations strategy
  3. Communication strategy
  4. Campaign
  5. Public Relations
- (10 marks)  
**(Total: 20 marks)**

**Question 2**



- (a) Branding is vital for the survival of these two companies. List **TWO (2)** reasons for the said statement. (4 marks)
- (b) Based on the **FOUR (4)** types of brand attributes, explain the similarities in how these two products commit to their brand attributes. (16 marks)  
**(Total: 20 marks)**

**Question 3**

- (a) According to Crompton (1994), both event management and business sponsors enjoy sponsorship benefits. List the benefits enjoyed by both parties.

(10 marks)

- (b) Define the following terms:
1. Event
  2. Brand identity
  3. Corporate image
  4. Corporate reputation
  5. Management by objectives (MBO)

(10 marks)

**(Total: 20 marks)**

**Question 4**

- (a) List the **EIGHT (8)** steps that an event management team needs to take before conducting an event.

(10 marks)

- (b) There are two elements that a PR practitioner needs to identify before deciding the type of event that he wants to conduct. Name the **TWO (2)** elements, followed by **THREE (3)** types of event that could be conducted for each element.

(10 marks)

**(Total: 20 marks)**

**Question 5**

- (a) A detailed sponsorship proposal letter would contain **FIVE (5)** elements. What are they?

(10 marks)

- (b) Describe all **FIVE (5)** attributes of a successful sponsorship proposal letter.

(10 marks)

**(Total: 20 marks)**

**Question 3**

Explain with appropriate examples, the **FOUR (4)** types of events based on size.

**(Total: 20 marks)**

**Question 4**

One of the task of media relations is to handle interviews. List and briefly explain the **TEN (10)** ways to handle a media interview

**(Total: 20 marks)**

**~ The End ~**

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