



**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2020

Programme : Diploma in Mass Communication (DMCN)

Course : **COM1105: Principles of Public Relations**

Date of Examination :

Time Start : August 07, 2020 (Friday) @ 10:00am

Time End : August 08, 2020 (Saturday) @ 10:00am

Duration : 24 Hours

Special Instructions :

Answer ALL questions.

Material permitted : NIL

Materials provided : NIL

Examiner(s) : **Puteri Nur Eiman Megat Mohd Aminuddin** and Teoh Ai Li

Moderator : Mr Mohd Khairul Irwan Bin Mansor

This paper consists of 5 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1105: PRINCIPLES OF PUBLIC RELATIONS
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION

Instructions:

1. Please read these rules and confirm by checking the box in the cover page together with your submission in BB.
2. You have exactly **24 hours** to solve the exam. The exam starts now- **07/08/2020 and ends on 08/08/2020.**
3. **Submission method: Online Submission via Blackboard.**
4. **Submission deadline:** Submit your answer into the designated submission folder in Blackboard with Safe Assign **by 10:00am on 08/08/2020.**
5. **Submission format:** Your answers **MUST BE TYPED using Microsoft Words via attached document** in the designated Blackboard submission folder.
 - a. Your answers should be arranged in sequence (starting with Q1 (a), Q1 (b), Q2, etc.) and labelled properly.
 - b. Your answer should adopt the format of an academic piece of report work. Write in fluent, formal English.
 - c. You are required to produce your answers within the required word counts as stated at every question.
6. Additional requirement to the overall answer presentation
 - a. Student ID Number on each page (Header).
 - b. Page number on each page (Footer)
 - c. Font type: Arial
 - d. Font size: 12
 - e. Line spacing: 1.5
7. **SafeAssign:**
 - a. You are required and given **ONE (1)** attempt to submit your work to SafeAssign via Blackboard. The similarity should not exceed 25%.
 - b. Should the similarity exceeded 25%, penalty will be imposed as per below measurement:
 - 0%-25% -- no penalty
 - 26%-50% --30% deduction from total grading
 - 51%-80% -- 50% deduction from total grading
8. **ABSOLUTELY NO EXTENSION.** Late submission will be severely penalized.
9. The exam must be taken completely alone. Showing it or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in the current or previous years. It is also forbidden to use any solutions to similar problems from previous years as reference material.
10. You may **NOT** consult any external resources. This means **NO** Internet searches, materials from other classes or books or any notes you have taken in other classes etc. You may **NOT** use Google or other search engines for any reasons. You may **NOT** use any shared Google document.
11. Any source taken from books, notes etc **HAS TO BE CITED** with referencing, **DO NOT COPY AND PASTE** but write in your own understanding and paraphrase.
12. Paraphrasing tools are **NOT ALLOWED**, any answers detected using **PARAPHRASING TOOL will be automatically awarded 0 marks.**

13. **REMINDER:** Only **Microsoft Word Document File Format** is **ACCEPTED**. Any other format submitted will **NOT** be marked.
 14. Marking is based on **QUALITY** of your answers the more **UNIQUE/CREATIVE/ORIGINAL** your answer is the **BETTER YOU SCORE**.
 15. **NO** request of help or a second chance will be entertained. If plagiarism rate is **MORE THAN 25%**, automatically marks **WILL BE DEDUCTED**.
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Essay Question: Answer ALL questions. (100 marks)

Question 1

- (a) Describe any **FIVE (5)** differences between public relations, marketing and advertising. (25 marks)
- (b) As everyone is aware, Malaysia have been under Movement Control Order (MCO) ever since Covid-19. Identify an organization and elaborate on its background/history as well the ways and technique in dealing and maintaining employee relations.
Write your answer for at least 300-350 words. (25 marks)

Question 2

Based on the news article below (**Refer appendix page**), answer the following questions:

- (a) Identify and explain any **FIVE (5)** suitable theories applied in the news articles below. (25 marks)
- (b) As a Public Relations practitioner involved in this project, you have experienced various challenges and executed multiple tasks. Discuss **FIVE (5)** different groups of stakeholders you have encountered according to below news article. (25 marks)

APPENDIX- Refer to this article for Question 2 (a) and (b).

Face shields for our frontliners

EDUCATION

Sunday, 10 May 2020



Comfort and care: UTAR's Kai Wen (left) handing over the face shields to an Assunta Hospital representative.

WEIGHING only 9g, Universiti Tunku Abdul Rahman's (UTAR) 3D-printed face shields were designed with the users' comfort in mind.

Made only from reusable materials at the varsity's Sungai Long Campus, 'FastnLite' was developed by the students themselves.

The face shields can be worn comfortably for long hours as it does not press on the wearer's forehead. Led by Kevin Lim Kai Wen, the group members Lim Tyng Xian, Sin Chia Ling and Ooi Hsin Yein, created the face shields with help from a printing company and volunteers.

Realising that there was an urgent need for personal protection equipment (PPE), the students from the Faculty of Engineering and Science took it upon themselves to come up with the environmentally friendly face shields for frontliners of the Covid-19 pandemic.

Kon10 Innovation – an enterprise registered under UTAR's Unovate Centre – was set up and produced 1,500 face shields in just four days.

Some 2,000 face shields have been sent to Assunta Hospital and Ampang Hospital since, with another 7,000 to be delivered to hospitals soon.

Over at Universiti Malaysia Terengganu (UMT), a team of 20 student volunteers have also produced and donated over 3,000 face shields to the Terengganu State Health Department since they started the project dubbed "Face Shield Heroes" on March 23.

The project is led by UMT Marine Engineering and Informatics Faculty lecturer Dr Noor Zaitun Yahaya, who is also the Clean Air Forum Society of Malaysia (MyCas) president and NGO Frontliner Support Team's Covid-19 programme director.

Noor Zaitun said the team plans to produce another 8,000 face shields to be distributed to the Nur Zahirah Kuala Terengganu Hospital as well as quarantine areas across the state.

She said all the face shields produced are according to the Occupational Safety and Health (Classification, Labelling and Safety Data Sheet of Hazardous Chemicals) Regulations 2013.

"Material selection, production location and production itself including the packaging, labelling and transporting, are done in compliance with the standards set by the Department of Occupational Health Malaysia (DOSH)," she said.

(cont.)

She added that the student volunteers also adhere strictly to the hygiene standards set by DOSH when the making the face shields.

UMT vice-chancellor Prof Datuk Dr Nor Aieni Mokhtar said the institution was proud that it managed to help the frontliners who are the “real heroes”.

“Although the donation was a small gesture, it was a meaningful contribution. It’s our way of helping to curb the spread of Covid-19, ” she said.

The project was a collaboration between UMT, its Student Representative Council, Residential College Representative Committee, MyCas, and 10 other NGOs.

Environmental Technology Masters student Nirwani Dewi Maniandi, who is in charge of quality control of the face shields since it began, said it felt good to be contributing to society.

She said she was able to apply the knowledge learnt in her Occupational Health Safety course to good use.

She even gained new knowledge from the standard operating procedures involved in supplying personal protective equipment to health facilities.

Working on the project meant her time was spent productively despite the movement control order.

Not forgetting the contribution of their janitorial and landscaping staff, UMT presented 33 “Ramadhan happy boxes” filled with daily necessities for its cleaning crew as a token of appreciation for their services.

Source: <https://www.thestar.com.my/news/education/2020/05/10/face-shields-for-our-frontliners>

~ The End ~
COM1105(AA)/April2020