



INTI International College Subang

FINAL ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : April 2020

Programme : Diploma in Mass Communication (DMCN)

Course : COM1106: Introduction to Journalism

Date of Examination :

Time Start : August 03, 2020 (Monday) @ 10:00am

Time End : August 04, 2020 (Tuesday) @ 10:00am

Duration : 24 Hours

Special Instructions :

This paper consists of **ONE (1) SECTION**. Answer **ALL TWO (2)** questions. All questions carry equal marks. For each question, you are required to provide answers between **400-450 words**. You will be penalized if you exceed the word limit.

Material permitted : NIL

Materials provided : NIL

Examiner(s) : Murali A/L Arumugam and Rafidahtul Abdul Rahim

Moderator : Mr Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1106: INTRODUCTION TO JOURNALISM
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION

Instructions: This paper consist of **ONE (1) SECTION**. Answer **ALL TWO (2)** questions. All questions carry equal marks. For each question, you are required to provide answers between **400-450 words**. You will be penalized if you exceed the word limit.

Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, eg 1 (a), 1 (b). You will be given 24 hours to complete and submit your answer to Blackboard.

The acceptable SafeAssign similarity percentage is 0-25%. From 26%-50%, your total marks will be deducted by 20%. Above 50% your marks will be deducted by 50%. Please do write your answers using your own word, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually.

Question 1

FOR IMMEDIATE RELEASE



SME suppliers shine during Tesco's *Raya Jimat, Raya Selamat* campaign

KUALA LUMPUR, 17 May 2020: This Ramadan and Hari Raya season, Tesco Stores (Malaysia) Sdn Bhd is putting the spotlight on its local small and medium enterprises (SME) suppliers that are bringing in many seasonal delicacies for customers to enjoy.

“Tesco had long been a big supporter of local SMEs and brands. This has been demonstrated time and time again through our ongoing promotion for locally made products in our stores well as the fact that about 80 per cent of our Tesco Own Brand products are sourced and manufactured by local SMEs,” said Tesco Product Director, Kenneth Chuah.

“We feel even strongly to help our local SMEs in giving them that extra support now, as many have been impacted by the ongoing Covid-19 pandemic. As a retailer with 60 stores nationwide and millions of customers, these SMEs will now have the exposure that they need to take their brand to the next level during our *Raya Jimat, Raya Selamat* campaign.”

SMEs, which comprise 98.5 per cent of all businesses in Malaysia are the backbone of the Malaysian economy. It contributes nearly 40 per cent to the gross domestic product and employing almost two-thirds of the workforce. For many of these SMEs, the Movement Control Order has had a disproportionate impact on their business viability.

Two of the SMEs that are joining Tesco for the first time are cottage industry distributor, Yosh Ventures Sdn Bhd, and Malaysian snacks wholesaler, DNS Kacang Puteh Sdn Bhd.

“We are very pleased to collaborate with Tesco this Ramadan where we can bring small-scale suppliers such as Selangor-based *kerepek* maker, Jars Manufacturing and Kelantan-based *buah bijan* makers, Kak Ha Enterprise,” said Yosh Ventures founder and chief executive officer, Isa Johari.

“Both of these suppliers are family-owned and operate right out of their kitchens or small facilities that are attached to their homes. These are hardworking entrepreneurs who are looking for that big opportunity to elevate their brand and exposure. Having their products on Tesco shelves across Malaysia will help them grow sales and brand recognition.”

Yosh Ventures was founded in 2016 and is now distributing products from some 15 micro SMEs from all over the country. The company is always looking at ways to explore new areas and help even more micro SME manufacturers.

DNS Kacang Puteh Director, Nerumal Kumar is pleased to have his company’s products of mostly *murukkus* and spicy peanuts as part of Tesco’s Ramadan campaign.

“When most think of Ramadan and Raya, they will think of *ketupat* and *rendang*, but not *murukku*. However, *murukku* has become a favourite snack among Malaysians despite whatever your race or religion is and we happy that our range of products is now available to millions of Tesco customers,” said Nerumal, whose factory is based in Perak.

All DNS Kacang Puteh products are Halal-certified.

Since the beginning of the year, Tesco has added 12 new SMEs onto its shelves as part of its support towards the local business industry. Meanwhile, The *Raya Jimat*, *Raya Selamat campaign* is currently ongoing in all Tesco stores and multichannel platforms inclusive of Tesco Online, Lazada, and Shopee to 30th July 2020.

ENDS

About Tesco Stores (Malaysia) Sdn Bhd

Tesco Malaysia was established in May 2002 through its first store in Puchong, Selangor. Today, it employs some 7,000 employees across 60 stores and two distribution centres throughout Peninsular Malaysia. In 2013, Tesco paved the way in online grocery shopping through the launch of Tesco Online which started in Klang Valley before expanding to Penang, Johor Bahru, Melaka, Negeri Sembilan and Ipoh.

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Using inverted pyramid method, write a hard news article within the word limit of 450 words based on the press release above. Keep in mind, to provide a pleasing change of pace, if there is quoted material in the information provided, use some quotations in your article.

(50 marks)

Question 2

You are attached with the KL City Times local newspaper. Your editor suggests you this angle to develop a story.

Who are the 'silent heroes' in your country's coronavirus fight? Who is at the forefront of public communications, health sector responses or community efforts to address COVID-19?

Keep in mind, this would be a hot selling story tomorrow, depending on focus chosen. Go beyond the superficial; write a feature story not exceeding 550 words.

(50 marks)

~ The End ~

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