

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : APRIL 2022

Programme : Diploma In Mass Communication (DMCN)

Course : COM1105: Principles of Public Relations

Date of Examination : 4th August 2022 (Thursday)

Time Start : August 4, 2022 (Thursday) @ 8:00am

Time End : August 5, 2022 (Friday) @ 8:00am

Duration : 24 Hours

Special Instructions :

Answer ALL questions

Material permitted : NIL

Materials provided : NIL

Examiner(s) : Mr Murali Arumugam and Teoh Ai Li

Chief Moderator : Mr Mohd Khairul Irwan 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 2022 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 **500-550 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

Nurul Zulkifli, founder of the Malaysian – based clothing brand **Mimpi Kita**, now should be the busiest and most profitable time of the year.

In the run up to the Muslim celebration of Eid, her Islamic clothing is usually big business as she sells up to 90% of the year’s sales at this time.

But with the coronavirus pandemic, sales have dropped by half. The lockdowns, firstly in China, which disrupted her supply chain, then in Malaysia and the UK.

“Not everyone in Malaysia really shops online. Some people like to try it on, so we’re lacking on that.”

Despite consistent use of social media channels, **Mimpi Kita** has 1 persistent issue: that is online community (followers) does not engage with their posts. They find it difficult to generate awareness around their brand since their establishment.

- a) Not exceeding 500 words, identify five ways with examples on how **Mimpi Kita** can increase their share of voice among customers during this pandemic?

(Total: 25 marks)

- b) In your own words, write an essay not exceeding 500 words on how public opinion is crucial in determining the success of a brand like Mimpi Kita. Ensure that your essay consists of **FIVE (5)** points and supported with sound elaboration and relevant points.

(Total: 25 marks)

Question 2**PR BRIEF****Zoo Negara welcomes a new friend**

KUALA LUMPUR, 27 April 2022 — It was a happy day for giraffes Tilly and Gerald, and Malayan tiger Jagoh recently, when Zoo Negara welcomed Malaysia's largest home improvement retailer MR. D.I.Y. Group (M) Berhad (MR D.I.Y.) as its latest partner.

The retailer today announced the completion of a two-year contribution worth RM408,288 under its #DIY4ZooNegara initiative, which included funds for the adoption of the three animals. The funds, disbursed over 2021-2022, also went towards improving and upkeeping zoo facilities, upgrading the roof and tunnel floors in the tigers' enclosure, and building gazebos for the use of visitors. The retailer also contributed hardware tools, equipment, uniforms, and special edition face masks for the zoo's 300 employees.

Handing over the #DIY4ZooNegara contribution, **MR D.I.Y. Group Chief Executive Officer, Adrian Ong** said, "Many of us have fond memories of childhood outings at Zoo Negara, an iconic landmark for generations of Malaysians. Visits to the zoo help promote an appreciation of our nation's rich diversity and the importance of a sustainable ecosystem. This #DIY4ZooNegara initiative helped to ensure current and future generations are able to continue enjoying the same experiences."

In April 2021, MR D.I.Y. ran a Facebook poll inviting Malaysians to help name the adopted animals by casting votes on their favourite names. Malaysians chose to name the two giraffes Tilly and Gerald, while the male tiger was named Jagoh.

"The adoption of Tilly, Gerald, and Jagoh, along with the contribution of equipment, tools, uniforms, and face masks, has helped ensure Zoo Negara remains a happy place for visitors and employees alike. We also hope this will inspire more corporates to find ways of adding value to our country's many iconic attractions," added Ong.

The #DIY4ZooNegara initiative was one of many community outreach activities MR D.I.Y. has initiated to help organisations and communities affected by the COVID-19 pandemic. Since January 2022, it has contributed test kits to underprivileged communities, and initiated the #DIY4Sungai campaign, designed to ensure popular tourist areas adjacent to rivers and waterways are restored and ready to welcome tourists again. It also organised the #DIY4UM and #DIY4UTAR programmes in partnership with Universiti Malaya and Universiti Tuanku Abdul Rahman respectively, designed to help more than 15,000 students prepare for the return to their campuses post-pandemic.

In December 2021, MR D.I.Y. was admitted to the globally renowned *FTSE4Good Index 2021*, a reflection of the home improvement retailer's efforts to continuously make a positive impact on the communities in which they operate.

For more information on MR D.I.Y., visit its website, www.mrdiy.com, and social media, Facebook, and Instagram.

About MR D.I.Y. Group (M) Berhad

MR D.I.Y. Group (M) Berhad is a home-grown enterprise with more than 920 stores nationwide across three brands (MR. D.I.Y., MR. DOLLAR & MR. TOY) and in Brunei. The home improvement retailer has been dedicated to making a positive difference in the lives of its valued customers by offering convenience at all of its stores nationwide and online at www.mrdiy.com.my.

All MR D.I.Y. stores are managed directly and the company often works in collaboration with other mass merchandise retailers or owners of malls or shopfront properties. MR D.I.Y. stores offer a wide selection of — approximately 18,000 SKUs — across 5 major categories, namely hardware; household and furnishing; electrical; stationery and sports equipment products; and others (comprising amongst others toys, car accessories, jewellery, cosmetics, food and beverage items, and health and personal care).

The company strives to always put customers first by operating an innovative business that is flexible when it comes to providing a wide variety of products, good quality, and value-for-money, holding true to its company motto: “ALWAYS LOW PRICES”.

Your client Zoo Negara came up with this initiative to boost their sale during this pandemic. Not exceeding 500 words, refer to the PR brief above, and write a press release for the members of the media to cover the event. The press release should include the following.

1. A headline
2. A byline
3. An angle/focus
4. Quotes
5. Boilerplate

(Total: 50 marks)

~ The End ~

COM1105 (Final)/April2022