

FINAL

ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : **August 2021**

Programme : Diploma In Mass Communication (DMCN/DMC)

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

Date of Examination :

Time Start : December 5, 2021 (Sunday) @ 10:00 am

Time End : December 6, 2021 (Monday) @ 10:00 am

Duration : 24 Hours

Special Instructions :

Answer ALL questions

Material permitted :
NIL

Materials provided :
NIL

Examiner(s) : **Murali Arumugam** & Teoh Ai Li

Chief Moderator : Mr Mohd Khairul Irwan Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN/DMC)
COM1105: PRINCIPLES OF PUBLIC RELATIONS
FINAL ALTERNATIVE ASSESSMENT : AUGUST 2021 SESSION
(24 HOURS)

Instructions: This paper consist of **ONE (1) SECTION**. Answer **ALL TWO (2)** questions. All questions carry equal marks. For each questions, 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

PRISHA'S curry house is an established Indian restaurant, runs in the heart of Kuala Lumpur. Located opposite a busy shopping complex, the Indian eatery, like other businesses are affected with the current on-going covid19 pandemic.

The owner Jeevan Velautham, approached you for a reason. It's impossible to rack sales when everyone is affected by the pandemic, all he need is his restaurant to be known.

Not running active on social media, he wishes 2022 is a year for him to be recognised as a successful eatery running for the past 10 years.

Not exceeding 500 words, utilising **SWOT** analysis how **PRISHA'S** can increase their share of voice among customers during this pandemic?

(50 marks)

Question 2



PR BRIEF

The quick service restaurant ramps up Drive-Thru business as consumers demand for safe takeaway options

In conjunction with Malaysia's 64th Merdeka Day, McDonald's Malaysia is hosting a nationwide Drive-Thru Carnival throughout the entire month of August. Leveraging its market-leading position in the Drive-Thru segment, the company is keen to continue delivering delicious feel-good moments to customers anytime, anywhere.

"As the most accessible and reliable Drive-Thru brand in the country, we are proud and honoured to have the trust of Malaysians. This Merdeka month, we are embracing our Jiwa Mekdi to celebrate the festivity throughout the nation, spurring the Merdeka spirit and excitement while providing a safe and convenient option for customers, all from the comfort of their car," said Azmir Jaafar, Managing Director and Local Operating Partner of McDonald's Malaysia.

As McDonald's Malaysia continues to expand its footprint nationwide, the Drive-Thru business has become a critical component to elevate the company's market leadership. This is especially true during the pandemic as it provides a safely distanced channel for consumers to purchase meals easily and conveniently.

With 38 years of presence in Malaysia, McDonald's serves over 13.5 million customers a month at more than 300 restaurants nationwide. McDonald's employs more than 14,000 Malaysians in restaurants across the nation, providing career, training, and development opportunities.

By visiting a McDonald's Drive-Thru, you can be sure to expect quick and convenient service while staying safe from the comfort of your car. Stay safe with McDonald's and be rewarded while you get in on all the excitement during the Merdeka month of August.

Zoom to a McDonald's Drive-Thru restaurant near you today and be part of the Drive-Thru Carnival celebrations.

The Drive-Thru Carnival will take place at all its 202 Drive-Thru outlets across Malaysia. As we draw closer to Hari Merdeka, McDonald's Malaysia is calling upon customers to flaunt their Malaysian pride. This includes the exciting Merdeka Car Plate and Merdeka Chant promotion that will take place from 27 - 31 August. Be sure to stay tuned to McDonald's Malaysia's website and social media for the latest updates.

Currently, 70% of McDonald's outlets nationwide are Drive-Thru restaurants, contributing close to half of the company's total sales.

McDonald's is the world's leading food service retailer with approximately 36,000 restaurants worldwide, serving more than 70 million customers daily in more than 100 countries. For more information on McDonald's, please visit www.mcdonalds.com.my.

Your client McDonald's came up with a campaign to boost their sale during this pandemic. Refer to the PR brief above and find a suitable angle to write a press release for the members of the media to cover the event.

The press release should not exceed the word count of 500 words. Your answer script should include;

1. A headline
2. An angle
3. A lead
4. A boiler plate

(50 marks)

-THE END-