

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : August 2020

Programme : Diploma in Mass Communication (DMCN)

Course : COM1105: Principles of Public Relations

Date of Examination :

Time Start : December 19, 2020 (Saturday) @ 10:00am

Time End : December 20, 2020 (Sunday) @ 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 **500-550 words**. You will be penalized if you exceed the word limit.

Material permitted : NIL

Materials provided : NIL

Examiner(s) : Murali Arumugam and Teoh Ai Li

Moderator : Mr Mohd Khairul Irwan Bin Mansor

This paper consists of 3 printed pages, including the cover page

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

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 **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

Using examples of your choice, not exceeding 500 words, identify **ONE** local company involved in community relations. What community programmes conducted by said companies and what are the benefits involving employees in community programmes?

(50 marks)

Question 2**PR BRIEF****McDonald's Malaysia brings iconic signage nationwide**

McDonald's to illuminate selected stores with the Mekdi signage this Merdeka, introduces new twist to its beloved Nasi Lemak McD

In conjunction with Merdeka and Malaysia Day, McDonald's Malaysia is once again embracing its 'Malaysian-ness' by having the *Mekdi* signage at selected restaurants nationwide. This comes as the company celebrates 38 years since opening its first McDonald's restaurant at Bukit Bintang.

The signage for *Mekdi* – which is the localised nickname for 'McD', short for McDonald's – was officially displayed at a celebration held at McDonald's Putrajaya Drive-Thru restaurant, and will also be prominently put up at 16 selected restaurants across various states in the country. What's exciting, 16 restaurants were chosen by Malaysians themselves, who were given the power to vote for which McDonald's restaurant should display the *Mekdi* signage.

In celebration of all things Malaysian this month, McDonald's Malaysia will be bringing a new twist to its popular *Nasi Lemak McD*. Customers can now have the additional option of having the all-new *Rendang Ayam* served with fragrant coconut rice, crispy anchovies, fresh cucumber, and fried egg, topped with spicy sambal. Additionally, customers can also choose to have their *Nasi Lemak McD* with either Spicy Chicken Mc Deluxe Cutlet or Grilled Chicken Burger (GCB) Cutlet.

McDonald's is also infusing local flavours into its dessert menu with the all-new McFlurry Cendol, which features delicious Gula Melaka, coconut bits, creamy vanilla soft-serve, and Cendol jelly. Exciting local desserts such as Corn Pie and Cendol-flavoured ice cream are also making a comeback.

According to Puan Hajjah Melati Abdul Hai, McDonald's Malaysia embraces the very essence of being Malaysian, from its food, to its people, as well as the causes that the company champions.

Based on the PR brief above, not exceeding 500 words, produce a press release to create awareness and drive footfall to the outlets in light of its reopening. Please provide a boiler plate for your press release.

(50 marks)

~ The End ~