

**FINAL**

**ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2021

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : COM1105 : Principles of Public Relations

Date of Examination :

Time Start : July 24, 2021 (Saturday) @ 10:00 am

Time End : July 25, 2021 (Sunday) @ 10:00 am

Duration : 24 Hours

**Special Instructions :**

Answer ALL questions

Material permitted : NIL

Materials provided : NIL

Examiner(s) : Lam Foo Tseng & 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 2021 SESSION  
 (24 HOURS)

**Instructions:** This paper consists of **TWO (2)** questions and students have to answer both 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, e.g. 1 (a), 1 (b).

**Question 1**

Malaysian F&B Operators Alliance (MyF&B), a loose coalition of more than 800 food and beverage operators in the country, are pleading with the government for assistance in the F&B industry – citing losses incurred over the MCO (Movement Control Order) period in monetary and financial gains, while having to operate and pay for rental and salaries over this period. In the wake of shutdowns across the Malaysian economy to curb the spread of Covid-19, the F&B sector saw countless restaurateurs lose its outlets, with jobs lost and permanent closures of their F&B outlets and a significant downsizing of operations for most aspects of their business.

MyF&B spokesman Joshua Liew – who is also the co-founder of EspressoLab Asia Pacific Sdn. Bhd. said, “75% of us won’t last beyond three months if the cash flow shock is not addressed soon... on top of that, delivery services are taking RM3 from every RM10 we sell. And not every F&B outlet has a delivery service. We are asking the government to have a dialogue with the delivery platforms to reduce their commissions during the MCO”

Liew added, “The main priority of F&B operators is job preservation. If the businesses fail, the beneficiaries of these wage subsidies will be out of jobs. In the meantime, we will continue to dig deep into our own coffers to keep our businesses afloat, to pay empty rent and, more importantly, to pay salaries.”

**Question 1**

(a) Using the **FIVE (5)** Theories of Public Relations, explain **FIVE (5)** ways an F&B organization can maintain relations with customers during this pandemic.

(30 marks)

(b) Assuming you are the public relations manager for EspressoLab, provide local **TWO (2)** opinion leaders that EspressoLab can appoint for their social media platforms as well as **ONE (1)** example for each of the opinion leaders on what they can do for EspressoLab.

(20 marks)

**Question 2****PR Brief**

Mitsui Fudosan (Asia) Malaysia Sdn. Bhd. (MFAM) and BBCC Development Sdn. Bhd. (BBCCD) entered into a JV agreement to form a JV company known as MFBBCC Serviced Suites Sdn. Bhd. (JVCo) to purchase a serviced residence block in the Bukit Bintang City Centre (BBCC) development for RM242 million.

MFAM will hold 51% and BBCCD 49% in the JVCo, which will manage and operate the property including granting of tenancies of units within the property.

BBCC is a joint-venture project between UDA Holdings Berhad, Eco World Development Group Berhad (EcoWorld Malaysia), and the Employees Provident Fund Board. Located on a 19.4-acre site, the development is poised to be the new gateway into the Kuala Lumpur golden triangle and future centre of greater Kuala Lumpur.

In 2016, the shareholders of BBCCD inked a JV with MFAM to develop The Mitsui Shopping Park LaLaport, an RM1.6 billion retail mall located within the development.

The Mitsui Shopping Park LaLaport will be one of Southeast Asia's largest retail spaces. When completed in 2021, the five-story mall will offer 82,600 sq. meters of leasable space. Poised to be the new centre of attraction for Malaysians and tourists, it will be the first LaLaport branded shopping mall in South-East Asia as well as Mitsui's flagship project in the region.

Mitsui Shopping Park Lalaport in Kuala Lumpur will be a part of the soon-to-be developed Bukit Bintang City Centre (BBCC) that includes The Stride Strata Office, a four-star Canopy Hotel, a two-block Lucentia Residences, and an entertainment hub. Shoppers can also get direct access to the mall via LRT and KL Monorail, which also comes with a pedestrian walkway to the MRT station.

LaLaport mall will comprise of an extensive selection of approximately 300 stores offering everything from high-end brands to daily life essentials, proposing a new style of living to the local community. Mitsui Fudosan will also make the most of its experience and tenant relations from the management and operating of over 100 malls in Japan and around the world, to differentiate the project from competitors especially by inviting a variety of Japanese stores ranging from fashion to F&B.

This project is also echoed and supported with a local sentiment and purpose with the launching of the Malaysian Grand Bazaar, a tourist attraction to showcase Malaysian handicrafts and souvenirs.

Currently, there are only three shopping malls of its kind located in Japan including Mitsui Shopping Park LaLaport Tokyo Bay, Mitsui Shopping Park Urban Dock LaLaport Toyosu, and EXPOCITY.

**Quotations:**

“We will bring a lot of new brands from Japan and other international labels”, in preparation and development for the mall” - Datuk Richard Ong, BBCC Development Sdn. Bhd.’s Chief Executive Officer

“The bazaar will showcase products that represent the various cultures in Malaysia. It will be a tourist spot” - Datuk Dr Mohd Shaffei Abdullah, UDA Holdings’ Chairman

"The signing signifies our partner's continued confidence, not only in the BBCC project but also their belief in Malaysia's long-term growth prospects and the attractiveness of our country as an emerging global destination for real estate investment” – Tan Sri Liew Kee Sin, Eco World Development Group Bhd’s (EcoWorld Malaysia) Chairman

**- About Mitsui Fudosan (Asia) -**

The Mitsui Fudosan Group has positioned overseas business as one of its growth areas. Under Innovation 2017 Stage II (the Group’s medium- and long-term management plan), the Group targets to invest approximately JPY550 billion in Europe, the U.S., and Asia. At present, the Group is making steady progress with those investments. In Asia, the Group opened Shanjing Outlet Plaza Ningbo in 2011, followed by Mitsui Outlet Park KLIA Sepang in Malaysia on May 2015 and Mitsui Outlet Park Linkou in Taiwan on Jan 2016. Aiming to capture the growth of the Asian countries, the Group is aggressively expanding its business in Asia also investing in residential projects of Singapore, Malaysia, Thailand, Indonesia, and China.

Kuala Lumpur’s first full scale outlet mall Mitsui Outlet Park KLIA Sepang has been successfully accepted by the market and is steadily attracting more customers than initially forecasted. Supported by a healthy composition of the population demographics and high employment level, Mitsui Fudosan recognizes Malaysia as a promising market where further growth of private consumption can be expected.

**- About UDA Holdings –**

The Urban Development Authority (UDA) was established by the government of Malaysia on the 12th November 1971 to advance the nation’s planned urban development for both commercial and residential purposes. UDA was incorporated on the 12th September 1996 as UDA Holdings Sdn. Bhd., and later changed to UDA Holdings Berhad effective 14th July 1999. Today, it is a Government-Linked Company (GLC) that is

fully owned by the Ministry of Finance Incorporated (MoF Inc.) and is overseen by the Ministry of Entrepreneurial Development (MED).

For over four decades, we at UDA continue to contribute towards nation building by advancing urbanisation throughout Malaysia. We remain committed towards expanding the participation of Malaysian entrepreneurs in our business eco-system. Our property development projects aim to build competitively priced quality premises for all income groups of the masses.

Led by experienced and highly qualified professionals, UDA today is a multi-billion ringgit company, with more than a thousand people, operating at a level playing field with our competitors. While the core business of our group of companies is in property development, we have diversified into the asset management business, namely shopping malls and other commercial property management, facilities management, as well as hospitality and leisure.

**- About BBCC -**

Bukit Bintang City Centre (BBCC) is a visionary, state-of-the-art integrated development designed to complement and enhance the city's cosmopolitan vibe. Strategically situated on a 19.4-acre site within the Golden Triangle, BBCC offers a complete cosmopolitan lifestyle that encompasses modern residential suites, hotels, retail, an entertainment hub and a transit hub. Green lungs are threaded through the development to create a series of parks, gardens and green pockets.

BBCC is a cosmopolitan hub that is open to the world. It is designed to welcome visitors from all corners of the globe. At the same time, BBCC connects the city to the world via a transit hub that will house the existing Hang Tuah monorail and LRT as well as providing linkage to the Merdeka MRT station. The proposed High-Speed Rail Station will be just two stops away via the LRT.

Assuming you are the PR Officer for Mitsui Fudosan, write **ONE (1)** press release not exceeding 550 words for members of the media including a boiler plate, according to the PR Brief above.

(50 marks)

**-THE END-**

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