

**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1105: Principles of Public Relations

Date of Examination : 06 March, 2017 (Monday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

**SECTION A: Answer ALL.**

**SECTION B: Answer any THREE (3) short-answer questions out of FIVE questions.**

**SECTION C: Answer any ONE (1) essay question out of TWO questions.**

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Manimegalai Ambikapathy

Moderator : Mohd Khairul Irwan Bin Mansor

*This paper consists of 7 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM1105: PRINCIPLES OF PUBLIC RELATIONS  
FINAL EXAMINATIONS: JANUARY 2017 SESSION

**Instruction:** This paper consists of **THREE (3) SECTIONS**. Answer **ALL** questions in **SECTION A**, **TWO (2)** questions in **SECTION B** and **ONE (1)** question in **SECTION C**.

**SECTION A:** Answer **ALL** questions in the OMR sheets provided. **(40 marks)**

1. Effective public relations introduces the management function dealing with:
  - A. putting a positive “spin” on bad news.
  - B. altering perceptions and manufacturing consent.
  - C. professional trick and deception.
  - D. relationships between organizations and stakeholders.
  
2. Which practitioner is credited with coining the term “public relations counsel” in the 1923 book, *Crystallizing Public Opinion*?
  - A. Carl Byoir
  - B. Edward Bernays
  - C. Ivy Lee
  - D. John W. Hill
  
3. What task dominates as the common task for all public relation practitioners?
  - A. Writing and editing
  - B. Planning special events
  - C. Research and evaluation
  - D. All of above
  
4. Public relations typically do not have responsibility for which one of the following?
  - A. Monitoring awareness inside and outside the organization
  - B. Counseling management on policy
  - C. Improving product design and packaging
  - D. Analyzing the impact of policies on publics
  
5. When we said PR is a two ways communication, we were...
  - A. not just telling but listening too.
  - B. gave instructions.
  - C. listening more than telling.
  - D. not to solicit feedback.

6. The management function most often confused with public relations is...
- A. advertising
  - B. marketing
  - C. lobbying
  - D. development
7. The main goal of early press agency was to
- A. use hype to generate publicity for clients
  - B. impress upon the public the importance of publicity
  - C. make corporate clients appear to be interested in social responsibility
  - D. resolve scandals by being as truthful as possible with the public
8. There are five common elements in basic PR definitions. Which is false?
- A. management function
  - B. socially responsible
  - C. planned activity
  - D. highly technological research
9. Which two of the following are **TRUE** with regards to the impact of new technology on public relations practice?
- A. Audiences are less fragmented, preferring homogenous mass media for their needs.
  - B. Audiences are more passive, simply receiving information sent to them.
  - C. Audiences are more active, choosing two-way media that permit interactivity.
  - D. Audiences that report the news are clearly identified "journalists" with the appropriate educational background and training.
10. Which one of the following is **NOT** challenge posed by the new media environment for public relations practitioners?
- A. Practitioners must stay abreast of technological developments in new media.
  - B. Practitioners must conduct media relations with untraditional "journalists."
  - C. Practitioners must give up their code of ethics to be effective.
  - D. Practitioners must build relationships in both the real and virtual worlds.

11. One major impact of new media technology for the building and maintaining of organization and public relationships refers to which one of the following?
- A. Loss of media credibility.
  - B. More interactive communication.
  - C. A switch to printed media.
  - D. Less communication with colleagues.
12. When facing a crisis, management should consider:
- A. Not holding a press conference until things cool down.
  - B. Freezing all corporate assets.
  - C. Developing a public relations strategy.
  - D. Leaving the country during the cover of darkness.
13. The following deals with the goal of using evaluation research in public relations **Except...**
- A. Showing how research findings relate to management's current concerns.
  - B. Learning what worked and what did not.
  - C. Providing a foundation for deciding what should be done.
  - D. Managing public relations expenses.
14. Which one of the following type of public is unaware of their relationships with others on a given issue?
- A. Non-publics
  - B. Stakeholder publics
  - C. Latent publics
  - D. Active publics
15. If a practitioner does not know the answer to a reporter's question, which one of the following is the correct response?
- A. Give the reporter other information that the practitioner is certain of.
  - B. Say that the information is "off the record" and will be disseminated later.
  - C. Say "I don't know" and promise to provide the information later.
  - D. Say "No comment" rather than look like you don't know.

16. Which one of the following refers to individual values and lifestyles?
- A. Psychographic
  - B. Demographic
  - C. Roles in the decision process
  - D. Geographic
17. Which of the following professional values from the PRSA Code of Ethics requires practitioners to “adhere to the highest standards of accuracy and truth in communicating with the public”?
- A. Advocacy
  - B. Loyalty
  - C. Honesty
  - D. Fairness
18. The profile of an opinion leader...
- I. Active in community
  - II. A non regular reader
  - III. Highly educated
  - IV. Has a high income
  - V. Not environmentally friendly
- A. I, II and III
  - B. I, III and IV
  - C. II, IV and V
  - D. I, III and V
19. In effective employee relations, the top three solutions are ....
- I. Employee recognition
  - II. Career development
  - III. Self actualization
  - IV. Self esteem
  - V. Skill development opportunities
- A. I, II and V
  - B. II, III and IV
  - C. I, IV and V
  - D. III, IV and V

20. The armed forces and many government agencies typically use which one of the following to designate the public relations function?
- A. Public affairs
  - B. Press agency
  - C. Issues management
  - D. Social marketing

**SECTION B: Answer any TWO (2) questions in the answer booklet provided. (40 marks)**

**Question 1**

- a) Discuss **FOUR (4)** evolution of public relations with suggested examples. (10 marks)
- b) Briefly explain **FIVE (5)** contribution by Bernay to public relations field. (10 marks)

**Question 2**

Discuss the following theories with appropriate example:

- a) Social Learning theory (4 marks)
- b) Diffusion and Innovation theory (4 marks)
- c) System theory (4 marks)
- d) Situational theory (4 marks)
- e) Uses and Gratification theory (4 marks)

**Question 3**

- a) Suggest **FIVE (5)** characteristics to be performed by a good opinion leader. (10 marks)
- b) Provide any **FIVE (5)** purposes of research in public relation profession. (10 marks)

**SECTION C:** Answer any **ONE (1)** question in the answer booklet provided. **(20 marks)**

**Question 1**

“Happy employees are productive employees. Successful businesses know how to manage relationships to build lasting employee satisfaction”. (*Wilcox, Dennis, 2012*)

Based on the above statement, write an essay of not more than 300 words on any **FIVE (5)** benefits in concentrating on employee relations.

(20 marks)

**Question 2**

Based on the news clipping below, explain any **FIVE** values of newsworthiness.

HULU SELANGOR: It looks like a strange picnic area or a boot camp. The classrooms of Sekolah Rendah Agama Serendah are filled with rectangular blue tents with zip-up sides where one can enter or exit.

These, for now, are the homes of the 25 families from Taman Idaman who have been forced to evacuate their homes after a landslide swallowed shops, cars and motorcycles and left their houses at risk of collapse, too.

Life is not the same anymore for these people. They sleep on mattresses and there is no television or radio.

They have to share the toilets too. It is cramped and there is no place to take a bath. They have to wash themselves in the toilets. And there is no place to wash their clothes either.

Some families were fortunate to move in with friends and relatives. But the 128 people staying there are making do.

Despite the fears that they may be homeless if the 64 affected houses are considered unsafe, the mood among them is relaxed and calm.

(Source: <http://www.thestar.com.my>: assesses on 28 November 2016)

(20 marks)

