



FACULTY OF EDUCATION & ARTS
BACHELOR OF COMMUNICATION (HONS)

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **COM 2524 IMAGE & REPUTATION MANAGEMENT**
Trimester & Year : January – April 2024
Lecturer/Examiner : Steven K C Poh
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of TWO (2) parts:**
PART A (60 marks) : Five (5) short answer questions. Answers are to be written in the Answer Booklet provided. Answer all Five (5) questions.
PART B (40 marks) : Two (2) essay questions. Answers are to be written in the Answer Booklet provided. Answer both questions.
- Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a very serious academic offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of Pages = 3 (Including the cover page)

PART A

: SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION (S)

: Answer all **FIVE (5)** short answer questions. Write your answers in the answer booklet provided.

1. Using examples, explain **FIVE (5)** factors that may influence how customers evaluate the image and reputation of a company/organisation.
(15 marks)

2. What is the difference between **Corporate Identity** and **Corporate Image**? Provide an example to illustrate your answer.
(10 marks)

3. What is corporate reputation? Explain **FIVE (5)** reasons why corporate reputation is important to a company/organisation.
(10 marks)

4. What are the **THREE (3)** determinants of reputational risks? Explain them with examples.
(15 marks)

5. Discuss **FIVE (5)** reasons why reputational risks of a company/organisation are often predictable.
(10 marks)

END OF PART A

PART B : **ESSAY QUESTIONS (40 marks)**
INSTRUCTION (S) : Answer **BOTH (2)** essay questions. Write your answers in the answer booklet provided.

1. Online image and reputation management is increasingly becoming a fundamental aspect of digital marketing and public relations in this day and age. In the digital world, the company's image and reputation is a valuable asset, so time and effort are needed to manage it effectively. It's about protecting the image and reputation from potential damage and proactively building a strong and positive image. As they said, it takes years to build a good reputation, but seconds to destroy it.

a) Of the five effects of good image and reputation usually cited, which would you regard as the **TWO (2)** most important ones to a company's corporate identity? Describe the two effects chosen, and justify your selection of them. (10 marks)

b) Of the many management strategies at your disposal, which **TWO (2)** would you use to effectively shape and protect the company's online image and reputation? Describe the two chosen, and support your selection of them? (10 marks)

2. A company/organisation that has been accused of a wrongful action in the marketplace can attempt to reduce the perceived offence to safeguard its image and reputation. As a public relations specialist, what would be your **FOUR (4)** ways to reduce the perceived offence? Describe the four ways, rank-order them in terms of their importance, and justify your ranking.

(20 marks)

END OF PAPER