



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL ASSESSMENT

Course Code & Name : **COM1824 FUNDAMENTALS OF PUBLIC RELATIONS**

Semester & Year : January - April 2020

Lecturer/Examiner : Ms Alicia Loo

QUESTION 1

- 1(a) John Marston states that the process of public relations involves four elements: research, action, communication, and evaluation. Choose a local public relations campaign. Explain the **FOUR (4)** elements in reference to the campaign of your choice. (8 marks)
- 1(b) A public relations program plan consists of 8 elements: situation, objectives, audience, strategies, tactics, calendar, budget, and evaluation. These elements are arranged only in that chronological order. Explain why. (8 marks)
- 1(c) Explain **THREE (3)** changes that the Internet has brought to the profession of public relations. (6 marks)

QUESTION 2

- 2 (a) The role of the public relations department in an organisation depends heavily on the type/size of organization and the perception of their top management. Discuss. (8 marks)
- 2 (b) Upon graduation, you are considering whether you should join a public relations department within an organization or a public relations firm. Discuss the differences between working in a department and a firm. (6 marks)
- 2(c) You are the director of public relations for a mid-sized organization that is poised for rapid growth within its industry. Your supervisor, the vice president for marketing, suggests that you outsource some of the public relations activities to free you up for some strategic planning. Your supervisor asks for your advice on the pros and cons of outsourcing. State **THREE (3)** pros and **THREE (3)** cons of outsourcing. (6 marks)

QUESTION 3

Robert Cialdini, author of *Influence: Science and Practice*, says there are six basic principles of winning friends and influencing people. Explain the **SIX (6)** principles. Illustrate each with an example of your own. (12 marks)

QUESTION 4

- (a) Discuss **FOUR (4)** qualitative research methods that public relations personnel may choose. In your discussion of each method, include how the method is conducted, an advantage of the method, a disadvantage of the method, and your own example of a research topic that is appropriate to be studied using the method. (20 marks)
- (b) Some argue that quantitative research is better than qualitative research. Do you agree? Discuss your stand by explaining **TWO (2)** reasons. You should not repeat any of the points you have mentioned in your answers for question 1(a). (4 marks)

QUESTION 5

- 5(a) The general types of crisis include product tampering, challenges to propriety data, environmental accident, unexpected resignation, recall of product, protest by neighbours or consumer advocates, and terrorism. Identify and briefly explain a real-life example for each of the **SEVEN (7)** types of crisis mentioned. (14 marks)
- 5(b) You are the Corporate Affairs Manager at ABC International School. On 18 February 2020, at 2.30PM, a fire broke out at the East Block of the school and 4 students were injured. The fire had been successfully extinguished after 10 minutes. Write a holding statement to indicate to the media that you are taking the crisis seriously. Include **THREE (3)** actions that had been taken by your school. (8 marks)