



**FACULTY OF LIBERAL ARTS
SCHOOL OF COMMUNICATION & MEDIA ARTS**

FINAL EXAMINATION

Student ID (in Figures) :

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Student Name : _____

Subject Code & Name : **COM 1124 PRINCIPLES OF PUBLIC RELATIONS**
 Semester & Year : May – August 2017
 Lecturer/Examiner : Steven K C Poh
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of two (2) parts:

PART A (75 marks) : FIVE (5) short answer questions. Answers are to be written on the Answer Booklet provided. Answer all five (5) short answer questions.

PART B (25 marks) : ONE (1) essay question. Answer is to be written on the Answer Booklet provided.

- 2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 3. 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.**
- 4. 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 of Hospitality 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 of Hospitality.

Total Number of pages = 5 (Including the cover page)

PART A : Short Answer Questions (75 marks)

INSTRUCTION(S) : Answer all five (5) short answer questions. Write your answers in the answer sheet provided.

1. What was the definition for public relations given by Edward Louis Bernays, generally accepted to be the founder of public relations as a profession?
(9 marks)
2. List at least six (6) major functions of public relations and provide a brief explanation for each of the functions.
(18 marks)
3. List the four-step strategic public relations planning model and provide a brief explanation for each of the steps.
(16 marks)
4. If someone came to you and said, "I'm seriously considering a career in public relations," what are some characteristics or qualities you would tell him/her are necessary to be successful in this field? List at least six (6) characteristics.
(12 marks)
5. In a public relations campaign, you will employ both strategies and tactics to achieve your desired communication objectives. Explain the difference between a strategy and a tactic. Provide an example (one for strategy and one for tactic) to illustrate your answer.
(20 marks)

END OF PART A

PART B : ESSAY QUESTION (25 marks)

INSTRUCTION(S) : There is only ONE (1) essay question in this section. Write your answer in the Answer Booklet provided.

Question 1

Based on the notes provided below, craft a press release (in approximately 500 words) based on the following format:

- A proper heading as well as nutgraph/lead paragraph
- Include the 5Ws and 1H as well as contact information
- Write the press release using the inverted pyramid approach
- The standard press release format

You are to include a boilerplate towards the end of the press release. The boilerplate provided below is too long at 250 words. Summarise it in 120 words for the press release.

THE PEMANDU BOILERPLATE

The Performance Management & Delivery Unit (PEMANDU) was formally established on September 16, 2009 and is a unit under the Prime Minister's Department. PEMANDU's main role and objective is to oversee the implementation, assess the progress, facilitate as well as support the delivery and drive the progress of the Government Transformation Programme (GTP) and the Economic Transformation Programme (ETP).

Chairman of the PEMANDU board is Senator Tan Sri Dr Koh Tsu Koon, Minister in the Prime Minister's Department, in charge of National Unity and Performance Management. The post of Deputy Chairman and Chief Executive Officer of PEMANDU is held by Minister in the Prime Minister's Department, Senator Datuk Seri Idris Jala.

While the responsibility for end-to-end delivery of National Key Results Areas (NKRAs) and Ministerial Key Results Areas (MKRAs) outcomes ultimately rests with the respective ministries, and the success of the National Key Economic Areas (NKEAs) rests with the private sector, PEMANDU has been mandated to catalyse bold changes in public and private sector delivery, support the ministries in the delivery planning process and provide an independent view of performance and progress to the Prime Minister and the Cabinet. In relation to the ETP, PEMANDU has been tasked with facilitating the implementation of the Entry Point Projects (EPPs) and Business Opportunities (BOs) that have been identified to ensure that Malaysia is transformed into a high-income nation by 2020. To allow PEMANDU to carry out its responsibilities effectively, it combines the best talent from both the civil service and private sector.

NOTES FOR THE PRESS RELEASE

Press Release date:	January 13, 2011
Press Release dateline:	Putrajaya
Person to Quote in Press Release:	Sulaiman Daud Director of Communications (GTP) PEMANDU
Person for Media Enquiries:	Channing Seetoh Executive Director, TopNotch Media
What is the Press Release about?	Launch of PEMANDU's Website

The Performance Management and Delivery Unit (PEMANDU) of the Prime Minister's Department has completed a revamp of its website, in terms of its look-and-feel, user interface as well as service features to ensure ease of use by the public.

The objective of this website revamp is to better inform and provide accessibility to the Rakyat on the development and progress of the Government Transformation Programme (GTP) and the Economic Transformation Programme (ETP).

Direct quotes from **Sulaiman Daud** that could be used in the Press Release:

"We have also ensured that navigation on the website is simple and the user interface is easy to use."

"At the end of the day, the website has been redesigned to be informative. More tweaks are expected to be done in the next few weeks to fine tune and enhance the various functions within the site."

"This socio-economic transformation programme is nothing anyone has seen in this country before. It is a programme to take Malaysia to the next level of its development, and it is critical that the public is aware of what is going on to have a better appreciation of what is being done on the ground. More importantly, updates will be provided from the source. It is with this in mind that we did the revamp."

"It is still early days, but we would like to encourage feedback from the public on the website."

"Let us know what you would like to see on the website in terms of content and interactive services. The website will evolve over time to facilitate a more efficient and effective dissemination of pertinent GTP and ETP information to the public."

Other pertinent information on the PEMANDU website:

Public feedback can be directed to: feedback.gtp@pemandu.gov.my

The revamped PEMANDU website now has a more contemporary look and the immediate distinction is that the two transformation programmes (GTP and ETP) have their own 'space' so that users know exactly what they are looking at.

The GTP portion of the website will have a Media Centre uploaded soon. This Media Centre is a dedicated service to all media representatives to access official GTP press releases and photographs.

Over time, the website will have 'live' chat sessions with the NKRA directors and the people behind this transformation work.

As some of the information may be embargoed from time to time, registration by individual users from the media will be necessary.

There would also be media content for the public to view such as the published releases, press clippings and related videos on the GTP's progress in terms of the various initiatives taken and the subsequent results achieved through the six National Key Results Areas (NKRAs).

The website is also linked to the GTP and ETP Roadmap Twitter account (handles: @gtp_roadmap and @etp_roadmap) where everyone can follow the GTP and the ETP's progress with the latest updates and announcements of the GTP and ETP related activities in almost real time.

END OF EXAM PAPER