



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM1244 Social Media Strategies for Public Relations**
 Trimester & Year : September – December 2018
 Lecturer/Examiner : Ms Alicia Loo
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (70 marks) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized 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 regards cheating as a most serious 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 = 8 (Including the cover page)

PART B : 5 SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer ALL questions. Write your answers in the Answer Booklet(s) provided.

Question 1

List **FIVE (5)** types of social media. Describe each type and provide an example for each. (15 marks)

Question 2

List **FIVE (5)** key relationship management strategies in creating a blog. Discuss each strategy and state how each strategy can be measured. (15 marks)

Question 3

List and briefly explain **FIVE (5)** elements of a social media news release. (10 marks)

Question 4

You are in charge of creating the Facebook posts for an upcoming furniture fair. Suggest **FIVE (5)** types of content that would increase the possibilities of them being shared by viewers. Your suggestions should be specifically designed for the furniture fair. (10 marks)

Question 5

“The Ice Bucket Challenge is the best PR campaign of the last several years,” said Andrew Gilman, President & CEO of CommCore Consulting Group. Analyse the said campaign by providing **FIVE (5)** reasons behind its success and **FIVE (5)** criticisms it received. (20 marks)

END OF EXAM PAPER