



**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) : \_\_\_\_\_  
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Course Code & Name : **COM1824 Fundamentals of Public Relations**  
 Trimester & Year : September - December 2019  
 Lecturer/Examiner : Ms Alicia Loo  
 Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:
  - PART A (60 marks) : SEVEN (7) structured questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
  - PART B (40 marks) : TWO (2) essay 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 = 3 (Including the cover page)**

**PART A : SEVEN (7) STRUCTURED QUESTIONS (60 MARKS)**

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

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**Question 1**

John Marston states that the process of public relations involves four elements. Explain the **FOUR (4)** elements. (8 marks)

**Question 2**

Differentiate public relations from journalism in terms of the scope, objectives, and channels. (6 marks)

**Question 3**

Ivy Lee is known as the first public relations counsel. Explain **TWO (2)** of his successful cases. (6 marks)

**Question 4**

Explain any **SIX (6)** services provided by a public relations firm. (12 marks)

**Question 5**

Institute of Public Relations Malaysia has its code of ethics grouped into five key areas, namely professional service to clients, honesty, fees for services, business code of conduct, and respect for member firms and employees. Explain the code of ethics categorized under the **FIVE (5)** key areas mentioned. (10 marks)

**Question 6**

No public relations professional can succeed without mastering the art of persuasion. 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 with appropriate examples. (12 marks)

### Question 7

A blog is a personal chronological log of thoughts published on a web page. It is now a popular public relations tool. Explain **THREE (3)** types of blogs a public relations professional should focus on. (6 marks)

### END OF PART A

**PART B : TWO (2) ESSAY QUESTIONS (40 MARKS)**

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

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### Question 1

- (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, and your own example of a research topic that is appropriate to be studied using the method. (16 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 2

Image Repair Theory proposed by Professor William Benoit highlights five general strategies to restore an organisation's reputation after a crisis. Discuss the **FIVE (5)** strategies. (20 marks)

### END OF EXAM