BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS
FACULTY OF LIBERAL ARTS

FINAL ASSESSMENT

Course Code & Name   :   **COM2524 IMAGE & REPUTATION MANAGEMENT**

Semester & Year   :   September - December 2020

Lecturer/Examiner   :   Ms Amalina Mustaffa

Start of Exam & Time   :   23rd December 2020 / 2.00 pm

End of Exam & Time   :   25th December 2020 / 2.00 pm

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

GUIDELINES FOR THE EXAM

This take-home exam will require you to answer **ALL** questions below. Each answer must be clear and concise, must not exceed a maximum of 1500 words and a minimum of 1000 words, using only Calibri font, size 12 and 1.5 spaced. Although reference is not needed for this take home test, originality of the work will be taken seriously. **Plagiarism work will not be tolerated and and will be penalized accordingly.** In order to facilitate blind grading of the exams, do not put your name anywhere on your exam paper. Instead, you should put your student ID number in the upper left hand corner.

Note: This exam is to be completed independently, without discussion with other students or individuals.

GRADING GUIDELINES

Below are grading guidelines used to assess the short essays. These do not comprise a formal rubric. Rather, these are core essay elements that the examiner will keep in mind when grading the essays.

1. Technical elements

a. Clarity of writing: Well-developed essays are clear and can be followed with ease. Students use an appropriate level of technical language.

b. Mechanics & formatting: Well-developed essays have no (or minimal) errors in spelling, punctuation, or grammar. They conform to the guidelines laid out in the assignment instructions (i.e. word counts, etc.).

2. Substantive elements

a. Well-developed essays have a well-articulated statement that is relevant to the assignment (for example, the answer to the question is stated unambiguously).

b. Well-developed essays build a logical and relevant argument. Students use supporting evidence from the readings to support key assertions in their argument.

c. Well-developed essays present original and compelling ideas. They make accurate use of supporting and/or course materials and ideas. They integrate and synthesize information across lectures. They show good understanding of concepts and correct use of terminology and necessary elaboration.

Question 1

The externally driven issue may seem like the worst risk to reputation. It questions what you do, how you do it, and what effect it has on individuals, communities, and society at large. It sees unwelcome attention – often at a global level, fuelled by the interconnected world – and demand for change. Identify the approach you can use to deal with externally driven issues by examining **TWO (2)** companies that have successfully changed in response to an externally driven issue and thrived. Your answer must address the following:

a. Definition of what externally driven issues is.

b. Common characteristics of external issues

c. Approaches to externally driven issues.

d. **TWO (2)** companies that have successfully changed in response to an externally driven issue and thrived.

Question 2

In recent years, whilst the cyberattack has been climbing the risk register, a form of attack that has been around for centuries has been making an unwanted comeback. The upsurge of piracy has cost the international economy by the billions. An effort to curb the risk of piracy has seen an unprecedented degree of international counter-piracy cooperation, but piracy remains a threat. The communication challenges piracy presents are in many ways typical of the 'external attack'.

Your task is to examine the unique challenges throughout the life cycle of a piracy incident and provide relevant examples to strengthen your answer.

END OF EXAM