



FACULTY OF EDUCATION & ARTS

DIPLOMA IN PUBLIC RELATIONS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM 1124 PRINCIPLES OF PUBLIC RELATIONS**
Trimester & Year : September – December 2022
Lecturer/Examiner : Steven K C Poh
Duration : 2 Hours

INSTRUCTONS 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.
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 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.

Total Number of pages = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (75 marks)
INSTRUCTION(S) : Answer all five (5) short answer questions.

1. List **six (6)** major functions of public relations and provide a brief explanation for each of the functions.
(18 marks)

2. List the four-step strategic public relations planning model and provide a brief explanation for each of the steps.
(16 marks)

3. 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 the **six (6)** characteristics.
(12 marks)

4. It is often said that public relations is like a bank account – if you add to it over time by distributing timely press releases, you will find it easier to get your truly newsworthy events covered by the media. Name **nine (9)** newsworthy ideas that you can use to write a press release to the media.
(9 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 **one (1)** example that can illustrate the strategy and the tactic.
(20 marks)

END OF PART A

PART B : **ESSAY QUESTION (25 marks)**
INSTRUCTION(S) : Answer the only **ONE (1)** question in this section.

Question 1

The executive director of a large charitable organisation decides to add a staff member to manage public relations. The executive director sees the function of public relations as only writing publicity releases and feature stories that “tell our story.” She plans to hire a recently laid off local newspaper journalist with no public relations background as the new public relations manager. When she learns that you are taking this course (Principles of Public Relations), she asks for your opinion of her plan.

There are **two** parts to this question [Question 1 (a) and Question 1 (b)]. Discuss the pros and cons of each of the options (A to E) given in each part below with the executive director. **You must clearly argue for the option that you have chosen while briefly telling her why the other options may not be suitable for her purposes.**

Question 1 (a) (12.5 marks)

Which of the following advice would you give the executive director concerning hiring a journalist for the position?

- A. This is a good idea because many journalists become public relations practitioners later in their careers.
- B. This is a good idea because public relations is mostly publicity, and journalists know best what journalists want.
- C. It would be better to hire someone with a degree in public relations because they can do publicity and have a variety of other technical skills.
- D. It would be better to hire someone with a degree in public relations because they will be educated to assist the organisation in adapting to its publics.
- E. It would be better to hire someone with an MBA (Master of Business Administration) degree because public relations is a management function.

Question 1 (b) (12.5 marks)

Which advice would you give the executive director regarding the role of publicity in a public relations programme? **You must explain clearly to the executive director the rationale behind your chosen advice.**

- A. With two-way communication, publicity is outdated and is no longer needed.
- B. Publicity is dangerous because the practitioner cannot control it.
- C. Because publicity is to be the major strategy of the programme, the executive director really should hire the former newspaper journalist.
- D. Publicity is the primary tactic used in public relations, typically negating the need for other approaches to solving public relations problems.
- E. In addition to publicity, the practitioner should also have communication and technical skills, as well as management skills such as planning, monitoring, analysing, counseling, etc.

END OF EXAM PAPER