

**FINAL EXAMINATION**

**BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION**  
**BACHELOR OF ARTS (HONOURS) IN APPLIED ENGLISH LANGUAGE STUDIES**

**COURSE : PUBLIC RELATIONS CAMPAIGN**

**COURSE CODE : COC3033**

**DURATION : 3 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)  
: PART B (1 question)
2. Answer ALL questions from PART A and PART B. Answer ALL questions in the answer booklet provided.
3. Please check to make sure that this examination pack consists of:
  - i. The Question Paper
  - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

**MYKAD/ PASSPORT NO. :** \_\_\_\_\_  
**ID. NO. :** \_\_\_\_\_  
**LECTURER :** \_\_\_\_\_  
**SECTION :** \_\_\_\_\_

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**DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO**

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*This question paper consists of 3 printed pages including the front page.*

**PART A: SHORT ESSAY.****Instruction: Answer ALL questions.**

1. Publics are dynamic entities that evolve in their relationship with an organization. Understanding their level of awareness and activity is crucial for prioritizing communication efforts and selecting appropriate strategies. Explain **FIVE (5)** stages of public according to Grunig and Hunt (1984).  
(15 marks)
2. Objectives translate broad goals into clear, measurable, and achievable targets. Well-crafted objectives are essential for planning effective tactics and later evaluating the success of a public relations campaign. Identify **FIVE (5)** elements of effective and practical objectives and provide example to support your answer.  
(15 marks)
3. When faced with accusations, organizations may employ defensive strategies to minimize their perceived responsibility. One common approach is to offer excuses for the behaviour in question. Under defensive response strategies, identify **FIVE (5)** types of excuse and provide example to support your answer.  
(15 marks)
4. In communication, the perceived power and authority of the message source can greatly impact its persuasiveness. This aspect, known as control, involves the audience's perception of the source's ability to influence outcomes. Explain **THREE (3)** elements of control and provide example to support your answers.  
(15 marks)

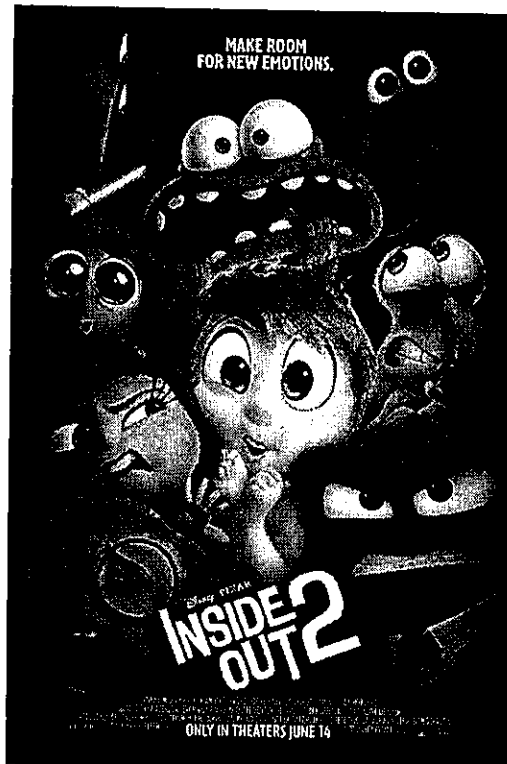
**(TOTAL: 60 MARKS)**

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DECEMBER 2025/SET B/COC3033

PART B: LONG STRUCTURED

Instruction: Answer the question.



Source by: <https://www.themoviedb.org/movie/1022789-inside-out-2/images/posters>

1. Communication tactics are the tangible execution elements that bring a strategic public relations plan to life, making the message visible and engaging to the target audience. Based on the poster for the animated sequel "Inside Out 2" (2024), discuss how the following tactics could be used to.

- a. Audience site involvement

(10 marks)

- b. Promotional Item

(10 marks)

(TOTAL: 20 MARKS)

(TOTAL MARKS: 80 MARKS)

END OF QUESTION PAPER

