

**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 : _____

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

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

PART A: SHORT ESSAY.

Instruction: Answer ALL questions.

1. Good communication planning calls for the identification of an organization's various publics. Explain **THREE (3)** categories of producers and provide example to support your answers.
(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 justify, which admits the organization did the deed but did so for good reason. Explain **THREE (3)** types of justification and provide example to support your answer.
(15 marks)
4. Credibility is the capacity for being believed; the quality that renders something worthy of belief. Explain **THREE (3)** elements of credibility and provide example to support your answers.
(15 marks)

(TOTAL: 60 MARKS)

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PART B: LONG STRUCTURED

Instruction: Answer the question.



Source by <https://www.tgv.com.my/movie/papa-zola-the-movie>

1. Communication tactics are the visible, actionable elements of a public relations plan, designed to engage target audiences and disseminate key messages effectively. Based on the poster for the new animated film "PapaZola: The Movie" (2025), discuss how the following tactics could be used to promote the film to both children and their parents.

- a. Audience site involvement (10 marks)
- b. Electronic Media Advertising (10 marks)

(TOTAL: 20 MARKS)

(TOTAL MARKS: 80 MARKS)

END OF QUESTION PAPER

