

CONFIDENTIAL

DECEMBER 2025/SET B/COC1013



FINAL EXAMINATION

DIPLOMA IN CORPORATE COMMUNICATION

COURSE : PUBLIC RELATIONS

COURSE CODE : COC1013

DURATION : 2 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 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/

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SECTION

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

The question paper consists of 3 printed pages including the front page

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PART A: SHORT ESSAY

Instruction: Answer ALL questions.

1. The relationship between public relations (PR) and new media is intricate and evolving due to the rapid advancements in technology and communication platforms. New media refers to digital communication channels and technologies that have emerged in the digital age. Explain **FIVE (5)** ways of how PR and new media interact.
(10 marks)
2. Fair advocacy refers to the act of advocating for justice, equality, and fairness in society. It involves promoting the rights, dignity, and well-being of individuals or groups who may face discrimination, marginalization, or systemic inequalities. Explain **FIVE (5)** key principles of fair advocacy.
(10 marks)
3. Global public relations (PR) is the practice of managing the reputation and communications of an organization or company across international borders and cultures. It involves developing and executing PR strategies that take into account the cultural and linguistic differences of different regions and countries. Explain **FIVE (5)** key considerations of Global PR.
(10 marks)
4. Publicity is most often gained by dealing directly with the media, either by initiating the communication or by reacting to inquiries. Publicity differs dramatically from advertising. Explain **FIVE (5)** elements guaranteed through paid advertising.
(10 marks)

(TOTAL: 40 MARKS)

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PART B: LONG ESSAY

Instruction: Answer the question.

1. The roots of PR can be traced back to ancient civilizations where leaders used various methods to communicate with their people. Discuss **FIVE (5)** significant events that commemorates the history of public relations.

(20 marks)

(TOTAL: 20 MARKS)

(TOTAL: 60 MARKS)

END OF QUESTION PAPER

