

**FINAL EXAMINATION****DIPLOMA IN CORPORATE COMMUNICATION**

COURSE : FUNDAMENTAL OF CORPORATE COMMUNICATION

COURSE CODE : COC2013

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/ 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

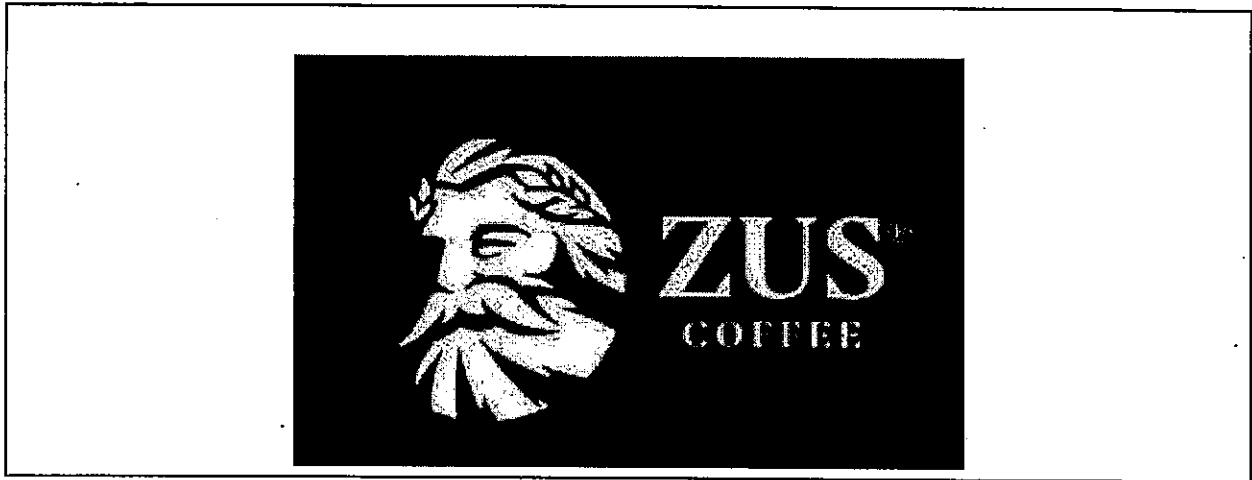
Instruction: Answer ALL questions.

1. Corporate communication is a strategic management function that consolidates all external and internal communication efforts to create a positive image of a company. Explain **FIVE (5)** significances of corporate communication practices in business changing environment.
(10 marks)
2. Investor Relations (IR) plays a role in managing the relationship between the company and its investors, analyzes and presents information to ensure they have a good understanding of the company's financial status, strategy and growth prospects. Explain **FIVE (5)** components of managing IR.
(10 marks)
3. Crisis can be described as a critical situation or turning point that has the potential to cause significant harm or disruption. Explain **FIVE (5)** stages of crisis.
(10 marks)
4. Integrated Marketing Communication (IMC) is a strategic approach to marketing and communication where a company coordinates and unifies all its communication tools, channels, and messages to deliver a consistent brand message to its target audience. Explain **FIVE (5)** purposes of promotional mix tools.
(10 marks)

(TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer the following question.



1. With the best quality ingredients, high-level coffee brewing technology and innovative business model, Zus Coffee is evolving the concept of coffee consumption to make specialty coffee affordable for everyone and for every day. Discuss the impact of **FIVE (5)** promotional mix tools that Zus can use to enhance its products, brand and reputation.

(20 marks)

(TOTAL: 20 MARKS)

(TOTAL: 60 MARKS)

END OF QUESTION PAPER

