UNIVERSITI POLY-TECH MALAYSIA
UPTM

FINAL EXAMINATION

BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION

COURSE	:	**FINANCIAL COMMUNICATION**
COURSE CODE	:	**COC3063**
DURATION	:	**3 HOURS**

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
   : PART B (2 questions)

2. Answer ALL questions from PART A and PART B.

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. Investor Relations is a vital function that helps a company manage its public image and overall reputation among shareholders. Because a positive reputation can significantly impact how investors interact with a firm, explain **FIVE (5)** types of investors.

   (10 marks)

2. The Investor Relations Officer (IRO) position requires a specific professional background to handle the needs of the investment community. Explain **FIVE (5)** key skills for IRO position.

   (10 marks)

3. The Securities Commission (SC) requires listed companies to follow strict standards regarding the release of information to the public. To ensure market integrity, companies must adhere to certain principles of openness. Explain the **FIVE (5)** pillars of disclosure and transparency.

   (10 marks)

4. Good corporate governance structures encourage companies to create value and provide accountability to their stakeholders. Define corporate governance and explain **FOUR (4)** benefits of corporate governance on economy.

   (10 marks)

(TOTAL: 40 MARKS)

PART B: LONG ESSAY
Instruction: Answer ALL questions.

1. Publicly listed companies use a variety of platforms and events to maintain strong relationships with the investment community. These events allow management to share financial data and corporate strategies directly with stakeholders. Discuss **FIVE (5)** common events used in an Investor Relations program.

(20 marks)

2. Mergers and Acquisitions (M&A) are strategic tools used by corporations to expand their business operation. The success of an M&A depends on selecting the correct structure based on the company's goals. Discuss the **FIVE (5)** types of M&A.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL MARKS: 80 MARKS)

END OF QUESTION PAPER