

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION****COURSE : CORPORATE COMMUNICATION****COURSE CODE : COC3013****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 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 4 printed pages including the front page

PART A: SHORT STRUCTURED

Instruction: Answer ALL questions.

1. Effective communication plays a crucial role in helping organizations address challenges, strengthen stakeholder engagement, and facilitate sound decision-making.
 - a. Define Corporate Reputation
(2 marks)
 - b. Briefly explain **FOUR (4)** ingredients of reputation in corporate communication context
(8 marks)

(Total: 10 marks)
2. The idea of integration in communications management has become more prominent as organizations face significant shifts in the way they manage communication.
 - a. Define integration communication
(2 marks)
 - b. Briefly explain **FOUR (4)** market and environment-based drivers that have contributed to the need for integrated communications management in organizations.
(8 marks)

(Total: 10 marks)
3. British Petroleum (BP) is a global oil and gas corporation involved in both upstream exploration and downstream energy services, engaging with a diverse range of stakeholders with varying levels of salience.
 - a. Define salience
(2 marks)
 - b. Based on BP's Deepwater Horizon oil spill on 20th April 2010 in the Gulf of Mexico, list **FOUR (4)** ways BP failed in stakeholder identification and prioritization.
(8 marks)

(Total: 10 marks)

4. A strong reputation enhances a company's standing and leaves a lasting positive impression on people.

a. Define corporate reputation.

(2 marks)

b. Explain **FOUR (4)** business outcomes influenced by corporate reputation.

(8 marks)

(Total: 10 marks)

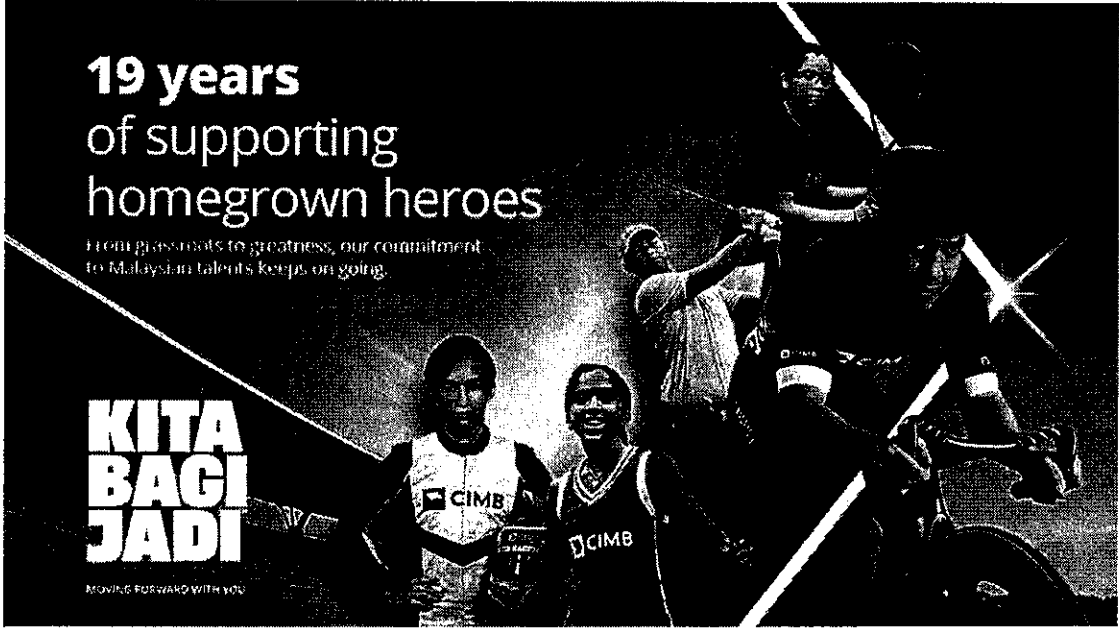
(TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer ALL questions.

1. The incident involving Indonesia AirAsia Flight 8501 on 28 December 2014 became one of the major aviation tragedies in Southeast Asia. Based on stakeholder salience model, choose **FIVE (5)** categories of stakeholders that AirAsia should prioritize during the crisis. Provide examples of communication approaches to manage information for each category.

(20 marks)



19 years
of supporting
homegrown heroes

From grassroots to greatness, our commitment to Malaysian talents keeps on going.

KITA BAGI JADI

MOVING FORWARD WITH YOU

Source: <https://www.cimb.com.my/en/personal/kita-bagi-jadi.html>

2. CIMB is one of Southeast Asia's leading banking groups, providing a wide range of financial services to individuals, businesses, and corporate clients across the region. Based on the CIMB advertisement above, interpret **FIVE (5)** concepts of corporate image in relation to CIMB.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL : 80 MARKS)

END OF QUESTION PAPER