

**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. Corporate communication developed from traditional public relations in the 1970s due to increasing stakeholder demands for more information.
 - a. Define corporate communication
(2 marks)
 - b. Briefly explain **FOUR (4)** key points in strengthening relationships with stakeholders.
(8 marks)

(Total: 10 marks)
2. By the 1980s and 1990s, public relations and marketing merged into corporate communications to manage an organization's image and market presence.
 - a. Define public relations.
(2 marks)
 - b. Explain **FOUR (4)** key aspects of the professional development of public relations throughout the 20th century.
(8 marks)

(Total: 10 marks)
3. Organizations are increasingly recognizing the need to communicate with stakeholders in order to build and safeguard their reputations.
 - a. Define stakeholder
(2 marks)
 - b. Explain **FOUR (4)** types of stakeholders based on Stakeholder Salience Model.
(8 marks)

(Total: 10 marks)

4. Organizations build strong reputations by presenting themselves positively, which encourages acceptance and support from stakeholders.

a. Define corporate identity.

(2 marks)

b. Explain **FOUR (4)** visual identities that reflect corporate identity.

(8 marks)

(Total: 10 marks)

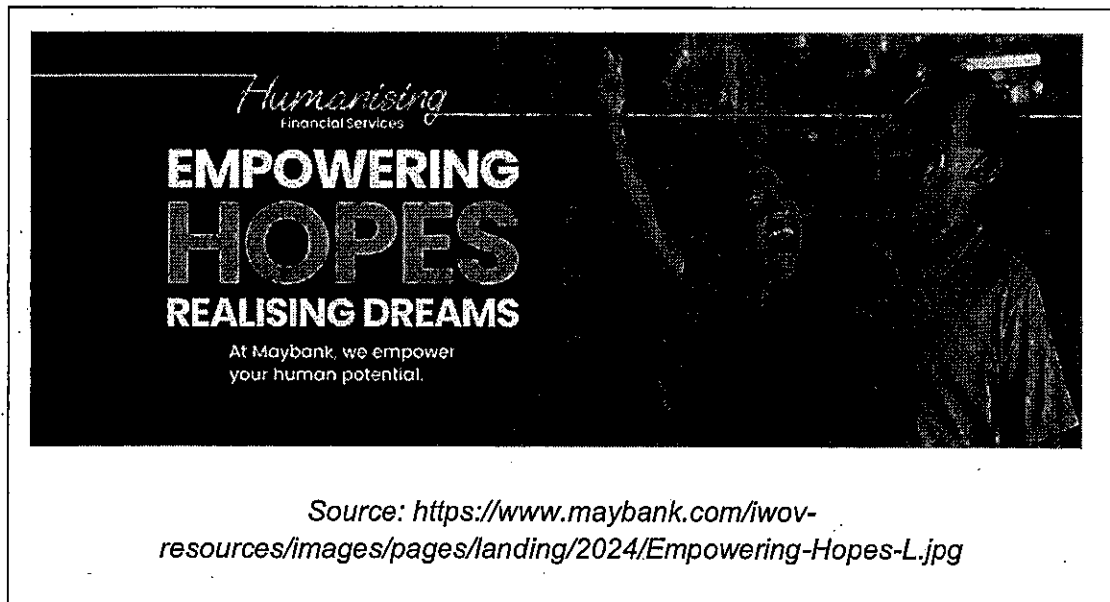
(TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer ALL questions.

1. Malaysia Airlines (MAS) has faced major reputation crises following MH370 incident which affected multiple stakeholder groups. Based on stakeholder salience model, choose **FIVE (5)** categories of stakeholders that MAS should prioritize during the crisis. Provide examples of communication approaches to manage information for each category.

(20 marks)



2. Maybank is Malaysia's largest banking group and a leading financial institution in Southeast Asia, offering a wide range of financial services such as retail banking, investment banking, and Islamic banking. Based on the Maybank advertisement above, interpret **FIVE (5)** concepts of corporate image in relation to Maybank.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL : 80 MARKS)

END OF QUESTION PAPER