

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONOURS) IN CORPORATE COMMUNICATION****COURSE : GRAMMAR IN WRITING****COURSE CODE : ENW3083****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **THREE (3)** parts : PART A (1 question)
: PART B (1 question)
: PART C (1 question)
2. Answer **ALL** questions from **PART A, PART B** and **PART C** 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 5 printed pages including the front page*

PART A: PRESS RELEASE**QUESTION 1**

Study the following text and prepare a press release from the information provided.

GreenBite Malaysia Sdn Bhd is a fast-growing Malaysian food and beverage company established in 2015. The company specialises in plant-based ready-to-eat meals and operates in major shopping malls across Malaysia.

Recently, several viral social media posts alleged that customers found small plastic fragments in GreenBite's best-selling product, the "Vegan Power Bowl." The unverified claims have raised public concerns regarding food safety and hygiene standards, resulting in negative publicity and a decline in customer confidence.

Following an immediate internal investigation, GreenBite confirmed that there is no evidence of contamination in its central kitchen or production facilities. However, the company recognises the seriousness of the situation and the need to address public concerns transparently and professionally.

Below are the details to be included in the press release:

- GreenBite firmly denies the allegations and assures customers that all products comply with the Food Act 1983 and are regularly inspected by the Ministry of Health Malaysia (MOH).
- The company has initiated an additional independent third-party food safety audit to reinforce consumer confidence.
- A new transparency campaign called #GreenBiteCare has been launched to educate the public about food preparation standards and sustainability practices.
- Customers are advised to rely only on GreenBite's official communication channels for verified information:
 - Website: <https://www.greenbite.com.my>
 - Facebook: <https://www.facebook.com/GreenBiteMalaysia>
 - Instagram: <https://www.instagram.com/greenbite.my>
 - Customers with concerns may contact the Customer Care Hotline at 03-99887766 or email care@greenbite.com.my

As the Corporate Affairs Manager of GreenBite Malaysia Sdn Bhd, write a formal press release to address the issue, reassure stakeholders, and protect the company's corporate image.

PART B: ADVERTISEMENT

QUESTION 2

Design an advertisement based on the information provided.

INFORMATION FOR THE ADVERTISEMENT

Campaign Name: GreenBite #GreenBiteCare Transparency Campaign

Campaign Details:

- Learn more about GreenBite's commitment to food safety, hygiene standards, and sustainable practices.
- Discover behind-the-scenes insights into food preparation processes, quality control measures, and compliance with the Food Act 1983. Participate in live demonstrations and guided tours of GreenBite's central kitchen processes (virtual showcase at venue).
- Join GreenBite in promoting transparency, sustainability, and consumer confidence. This campaign is available for a limited time only.

Campaign Duration:

- 3 days only
- Dates: 20 March 2026 – 22 March 2026
- Venue: GreenBite Flagship Outlet, Pavilion Kuala Lumpur.

Special Giveaway:

- The first 150 customers who visit the venue and participate in the campaign activities will receive a limited-edition GreenBite eco-friendly meal kit (while stocks last)

Terms & Conditions:

- Customers are advised to check GreenBite's official Facebook and Instagram pages for full terms and conditions.
- The limited-edition eco-friendly meal kit is strictly available to the first 150 customers who participate during the campaign period.

Your advertisement must include:

- The name of the campaign
- The dates of the campaign (beginning and ending)
- The terms and conditions for claiming the limited-edition giveaway

Based on the details provided, as the Marketing Promotion Officer of GreenBite Malaysia Sdn. Bhd. you are required to design an advertisement to promote an upcoming #GreenBiteCare Transparency Campaign.

(TOTAL: 30 MARKS)

PART C: ARTICLE**QUESTION 3**

Write an article from the information provided.

As part of its commitment to restoring public trust and strengthening consumer confidence, GreenBite Malaysia Sdn Bhd recently organised the “#GreenBiteCare Transparency Giveaway” as part of its nationwide food safety awareness campaign. The initiative was introduced to thank loyal customers for their continued support and confidence in GreenBite’s commitment to quality, hygiene, and sustainability. On 25 March 2026, the winners of the campaign giveaway were officially announced.

The Chief Executive Officer of GreenBite Malaysia Sdn Bhd has entrusted you with the responsibility of writing an article for the company’s official website to congratulate the three Grand Prize winners and highlight the positive impact of the #GreenBiteCare campaign on customers and the community.

Using the information below, create suitable details in your article, including:

- The name of the campaign
- The names of the winners
- Their age and occupation
- The prize they won
- Their plans after receiving the prize

(TOTAL: 35 MARKS)
(TOTAL: 100 MARKS)

END OF QUESTION PAPER

