

**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.

A well-known Malaysian skincare brand, SeriGlow, has been producing natural and halal-certified skincare products since 2010. Popular for its use of locally sourced botanical ingredients and affordable pricing, SeriGlow has experienced rapid growth and now operates over 45 retail outlets and online platforms nationwide.

Recently, the brand encountered a reputational crisis when viral social media posts accused SeriGlow of using unsafe chemical substances that allegedly caused skin irritation. The unverified claims have caused concern among customers and negatively affected public perception of the brand.

In response, the Corporate Communications Manager has been instructed to issue a press release to address the situation and restore public confidence.

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

- SeriGlow firmly refutes the allegations and assures customers that all products are safe, dermatologically tested, halal-certified, and approved by the Ministry of Health Malaysia (MOH).
- The company has launched a public awareness initiative called #SeriGlowSafe, aimed at educating customers about product formulation, safety testing, and quality control processes.
- Customers are advised to rely only on SeriGlow's official communication channels for accurate information and updates:
 - Website: <https://www.seriglow.com.my/>
 - Facebook: <https://www.facebook.com/SeriGlowOfficial/>
 - Instagram: <https://www.instagram.com/seriglow.my/>
- Customers with enquiries or concerns may contact the Customer Support Line at 03-8765432 or email support@seriglow.com.my.

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

(TOTAL: 35 MARKS)

PART B: ADVERTISEMENT

QUESTION 2

Design an advertisement based on the information provided.

INFORMATION FOR THE ADVERTISEMENT

Campaign Name: SeriGlow #SeriGlowSafe Awareness Campaign

Campaign Details:

- Learn more about SeriGlow's commitment to safe, dermatologically tested, and halal-certified skincare products.
- Discover behind-the-scenes processes on product formulation, safety testing, and quality control.
- Join SeriGlow in promoting transparency 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: SeriGlow Flagship Store, Pavilion Kuala Lumpur

Special Giveaway:

- The first 150 customers who visit the venue and participate in the campaign activities will receive a limited-edition SeriGlow skincare travel kit *(while stocks last)*

Terms & Conditions:

- Customers are advised to check SeriGlow's official Facebook and Instagram pages for full terms and conditions.
- The limited-edition skincare travel 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 SeriGlow Sdn. Bhd. you are required to design an advertisement to promote an upcoming campaign.

(TOTAL: 30 MARKS)

PART C: ARTICLE**QUESTION 3**

Write an article from the information provided.

As part of its commitment to rebuilding consumer confidence, SeriGlow recently organised the “#SeriGlowSafe Awareness Giveaway” as part of its nationwide transparency campaign. The initiative was introduced to thank loyal customers for their continued trust and support. On 25 March 2026, the winners of the campaign giveaway were officially announced.

The Chief Executive Officer of SeriGlow has entrusted you with the task of writing an article for the company’s official website to congratulate the three Grand Prize winners and highlight the positive impact of the #SeriGlowSafe campaign.

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

