



FINAL EXAMINATION
DIPLOMA IN CORPORATE COMMUNICATION

**COURSE : INTRODUCTION TO PUBLIC RELATIONS
CAMPAIGN**

COURSE CODE : COC2033

DURATION : 2 HOURS

INSTRUCTIONS TO CANDIDATES:

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

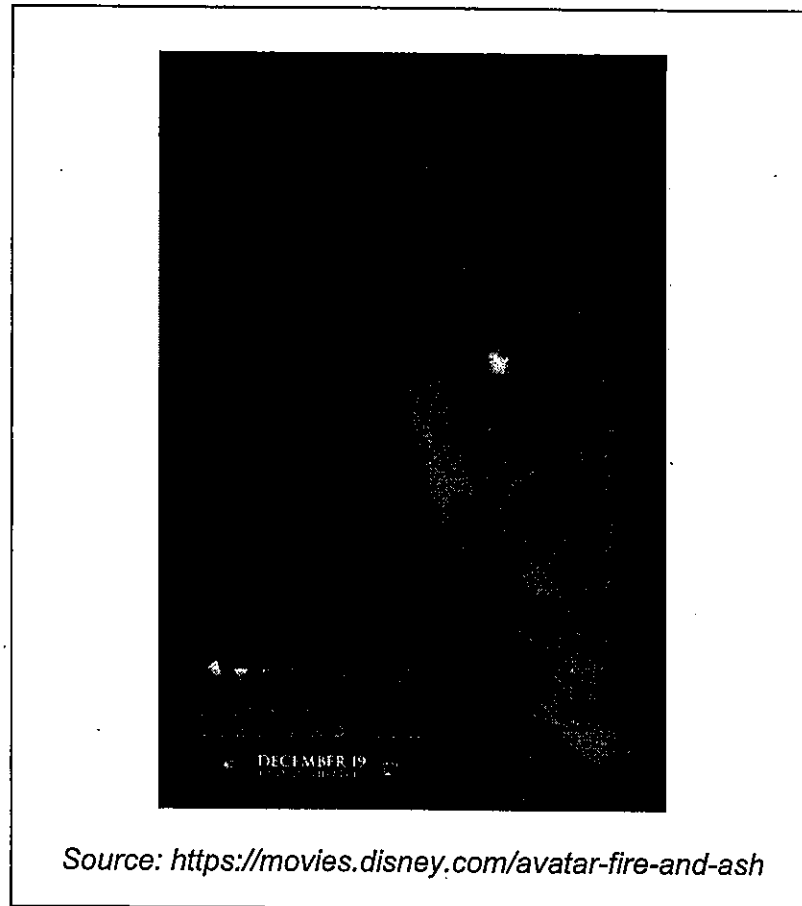
Instruction: Answer ALL questions below.

1. Understanding the characteristics of publics is important in public relations as it helps organizations recognize how different groups think, behave, and respond to communication efforts. Briefly explain **FIVE (5)** characteristics of public.
(10 marks)
2. Communication goals can be classified according to three types of management situations. Explain any **TWO (2)** types of management goals. Support your answers with example.
(10 marks)
3. Effective communication approaches are essential in public relations because they enable organizations to convey messages clearly and achieve mutual understanding with their target audiences. Describe **TWO (2)** approaches of effective communication. Provide an example to support your answer.
(10 marks)
4. In responding to outside forces, organizations should develop objectives such as gaining public understanding, maintaining and restoring reputation, and rebuilding trust and support. Explain **TWO (2)** diversionary response strategies. Provide an example to support your answers.
(10 marks)

(TOTAL: 40 MARKS)

PART B: LONG STRUCTURED

Instruction: Answer the question.



1. Communication tactics are the visible actions used to implement a strategic plan and put communication strategies into practice. Explain the following tactics that can be used by Golden Screen Cinemas (GSC) to promote the film **Avatar: Fire and Ash**. Focus on audience engagement to generate excitement.

a. Electronic media advertising

(10 marks)

b. Promotional items

(10 marks)

(TOTAL: 20 MARKS)

(TOTAL MARKS: 60 MARKS)

END OF QUESTION PAPER

