

**UNIVERSITY COLLEGE TATI (UCTATI)**

FINAL EXAMINATION QUESTION BOOKLET	
COURSE CODE	: DTG 3663
COURSE	: PUBLIC RELATION MANAGEMENT
SEMESTER/SESSION	: 1 – 2023/2024
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- (a) Employee's relations are a critical function in the organization.

Explain **TWO (2)** reasons for employees decline of trust to organization.

(4 Marks)

- (b) Anuar work as a public relation officer in his company. He has been asked to consult management to build trust to other employees.

Provide **FOUR (2)** advice Anuar can give to his management. (8 Marks)

- (c) Interpret **S (Strategic)**, **H (Honest)**, **O (Open)** and **C (Consistent)** approach.

(8 Marks)

QUESTION 2

- (a) Manifest **FIVE (5)** consideration before organization create the intranet.

(10 Marks)

- (b) Classify **THREE (3)** types of Online Communications in organization.

(3 Marks)

- (c) The popularity of social media among employees has caused problems for employers. As an employer you have to set up social media policies and ensure the effectiveness of social media within the organization.

i) Provide **TWO (2)** social media policies for employees (4 Marks)

ii) Determine **THREE (3)** rules for organization social media effectiveness.

(3 Marks)

QUESTION 3

- (a) Corporate Communication Unit (CCU) is the public relations department of the Malaysian Prime Minister's Department.

Classify **FOUR (4)** function of CCU.

(8 Marks)

- (b) Discover Ronald Reagan **SEVEN (7)** Principles in managing the news.

(7 Marks)

- (c) The essence of a lobbyist is to inform and persuade. Apply **FIVE (5)**

Activities of lobbying.

(5 Marks)

QUESTION 4

- (a) Apply with explanation **THREE (3)** trends of Corporate Social Responsibility.

(9 Marks)

- (b) Provide **THREE (3)** skills required for community relations.

(6 Marks)

- (c) Classify **THREE (3)** intangible contributions community expect from organization.

(6 Marks)

QUESTION 5

- (a) Identify **FIVE (5)** organization expectation from the government. (5 Marks)
- (b) Provide **FOUR (4)** community relations objectives (8 Marks)
- (c) nonprofits public relations rarely have money for key activities and must master trade function.

Explain nonprofits public relations trade functions below:

- i) Positioning the organization.
- ii) Developing a marketing or promotional plan.
- iii) Media relations.

(6 Marks)

-----End of question-----