
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
Academic Session 2005/2006

November 2005

YBP 224 – Public Relations
Perhubungan Awam

Duration: 2 hours

Masa: 2 jam

This examination paper consists of **FIVE (5)** pages of printed materials.
Kertas peperiksaan ini mengandungi LIMA (5) muka surat yang bercetak.

Answer **TWO (2)** questions. **Question ONE (1)** is compulsory.
Jawab DUA (2) soalan. Soalan SATU (1) adalah wajib.

Each question carries 100 marks.
Sumbangan markah tiap-tiap soalan ialah 100 markah.

1. Answer **FIVE (5)** questions only.
Jawab LIMA(5) dari soalan-soalan di bawah.
 - (a) Discuss **THREE (3)** definitions of public relations and identify of the relevant authors. What are the differences between these definitions and your understanding of public relations.
Bincangkan tiga (3) definisi perhubungan awam berserta pengarangnya. Apakah perbezaan antara definisi-definisi tersebut dengan pemahaman anda terhadap perhubungan awam.
 - (b) Explain the public relations models by Grunig and Hunt (1984).
Jelaskan model-model perhubungan awam yang dikemukakan oleh Grunig dan Hunt (1984).
 - (c) Describe the stages of the development of international public relations and state the personalities involved in each stage.
Terangkan tahap-tahap perkembangan perhubungan awam di peringkat antarabangsa dan nyatakan tokoh-tokoh yang mempelopori tahap-tahap tersebut.
 - (d) Name several activities of corporate public relations that assist the organization in marketing of product and service.
Berikan beberapa aktiviti-aktiviti perhubungan awam korporat yang membantu pemasaran sesuatu produk atau perkhidmatan.
 - (e) Discuss the self described roles of a public relations practitioner.
Bincangkan peranan-peranan pengamal perhubungan awam.
 - (f) Explain the important factors in persuasive communication.
Jelaskan faktor-faktor penting dalam komunikasi pemujukan.

- (g) Give the reasons why public relations practitioner needs to understand public opinion.
Berikan sebab-sebab perlunya pengamal perhubungan awam memahami pendapat publik.
- (h) Explain the strategic questions that should be asked to create the organization's web-site.
Apakah soalan-soalan strategic yang perlu ditanya sebelum mewujudkan laman web sesuatu organisasi.
- (i) Explain the steps in planning and programming of public relations process.
Jelaskan langkah-langkah dalam tahap perancangan dan pengarturcaraan proses perhubungan awam.
- (j) What are the communication tools employed in employee communication.
Apakah alat-alat komunikasi yang diamalkan dalam komunikasi kakitangan.
2. Understanding how public opinion is formed is very important to public relations. A certain issue will form its own public and they will state their opinion publicly. By using one issue faced by an organization that you know of, answer the following questions:
- (a) Explain the public opinion formation process regarding the issue.
- (b) How does a public relation practitioner monitor the public opinion regarding the issue?
- (c) Why is it important for public relation practitioner to understand public opinion?

Memahami bagaimana pendapat publik dibentuk adalah penting dalam perhubungan awam. Isu- isu tertentu akan menyebabkan publik terbentuk dan menyatakan pendapat mereka. Berpandukan satu isu yang dihadapi oleh organisasi yang anda ketahui, jawab soalan-soalan berikut:

- (a) Jelaskan proses pembentukan pendapat publik mengenai isu tersebut.*
 - (b) Bagaimanakah pengamal perhubungan awam dapat memantau pendapat publik terhadap sesuatu isu.*
 - (c) Mengapakah pengamal perhubungan awam perlu memantau sesuatu isu.*
3. You are a public relation practitioner of a successful corporation. One of your tasks is to produce annual report to describe the excellent performance of the corporation. As a corporate public relations practitioner you are to generate publicity about the outstanding achievements of the corporation.
- (a) Prepare a proposal about publicity activities to be implemented and its justifications.
 - (b) Discuss the selection of the media channels.
 - (c) Write a press release about the out standing achievements of the corporation.

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Anda adalah pengamal perhubungan awam di salah sebuah badan korporat yang berjaya. Di antara tugas anda ialah menerbitkan laporan tahunan bagi korporasi tersebut. Ia mengandungi fakta-fakta ekonomi yang memerihalkan pencapaian cemerlang korporasi tahun tertentu. Sebagai pengamal perhubungan awam korporat anda perlu membina publisiti mengenai pencapaian korporasi yang luar biasa pada tahun itu melalui media.

- (a) Sediakan kertas cadangan aktiviti-aktiviti publisiti yang akan anda laksanakan di samping memberi justifikasi terhadap aktiviti-aktiviti tersebut.*
- (b) Bincangkan saluran media yang menjadi pilihan.*
- (c) Tulis siaran media (press release) mengenai pencapaian cemerlang korporasi tersebut.*

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