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UNIVERSITI SAINS MALAYSIA

In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination  
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

**YBP 224 – PUBLIC RELATIONS**

Duration : 2 hours

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**Instruction To Candidate:**

Before you begin, please ensure that this examination paper contains a total of **THREE [3]** pages.

Answer **TWO [2]** questions.

Each question carries 100 marks.

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1. Answer **FIVE [5]** questions below.
  - (a) Explain formal and informal research methods of public relations.
  - (b) Describe types of publicity.
  - (c) Give four (4) assignments given to public relation practitioners in investor relations.
  - (d) What is communication audit?
  - (e) Explain the meaning of pro-active and re-active public relations.
  - (f) Explain five (5) communication tools used by public relation practitioners in activities/programs organised by an organisation.
  - (g) What is the objective of corporate sponsorship?
  - (h) What are the factors that corporate public relation activities should focus on in order to be effective?
2. According to Cutlip, Center and Broom (2000), "framing the public relations message for the media and its editors requires that practitioners pay attention to the news value of the message". Using relevant examples/case studies, discuss the criteria used by the media and its editors to determine the news value of public relations messages.

- 3 -

3. St. Nicholas Home for the Visually Handicapped is a charity organisation that trains the blind. It operates from donations and funds contributed by public, community and corporate sectors. For the past three years, the amount received from the concerned publics has decreased and so has the voluntary support from the local community. In response to declining financial and voluntary support, the board of directors decided to ask you (Public Relations Consultant) to propose a fund raising program that could raise at least 15% more than the previous year and to induce more volunteers. Prepare a proposal for the program that increases financial and voluntary support to this charity organisation. The program should include activities that will achieve the objective of the organisation by taking into consideration public relations process.

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