
UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 2011/2012

*Second Semester Examination
Academic Session 2011/2012*

June 2012

YSP507 – Public Relations Management
Pengurusan Perhubungan Awam

Duration: 2 hours
Masa: 2 jam

This examination paper consists of **TWO (2)** pages of printed materials.
Kertas peperiksaan ini mengandungi DUA (2) muka surat bercetak.

Answer **TWO (2)** questions.
Jawab DUA (2) soalan.

Each question carries 100 marks.
Setiap soalan bernilai 100 markah.

...2/-

1. According to Cutlip et al (2010) "Public relations is the management functions that establishes and maintains mutually beneficial relationships between an organisation and the publics on whom its success or failure depends" (pg. 4). Explain and elaborate the function, role and activities of public relations practitioners in an organization.

Menurut Cutlip et al (2010) "Public relations is the management functions that establishes and maintains mutually beneficial relationships between an organisation and the publics on whom its success or failure depends" (ms 4). Terang dan huraikan fungsi, peranan dan aktiviti pengamal perhubungan awam dalam organisasi.

2. Discuss the philosophical basis of public relation ethics using the utilitarian and the ontological approaches to ethical decision making.

Bincang falsafah etika perhubungan awam dalam penggunaan pendekatan utilitarian dan ontological kepada kewarasan (ethical) membuat keputusan.

3. Many organisations are realising the benefits of integrating Corporate Social Responsibility (CSR) into the key aspects of their business strategy and practice. Discuss and elaborate how organisation should embedded CSR into their plan. You answer should all be based on Caroll (1989) model.

Organisasi kini menyedari faedah mengintegrasikan Tanggungjawab Sosial Syarikat (CSR) sebagai aspek utama dalam strategi perniagaan dan praktis. Bincang dan huraikan bagaimana organisasi mengintegrasikan CSR dalam perancangan mereka. Rujuk jawapan anda berdasarkan Model Caroll (1989).

4. Define and discuss major concepts from systems theory including homeostasis, static and dynamics states, morphogenesis, negative and positive feedback and cybernetics. Explain how adjustment and adaptation of these concept are essential to public relations practitioners.

Takrif dan bincangkan konsep utama dalam systems theory termasuk homeostasis, static dan dynamics states, morphogenesis, negative and positive feedback and cybernetics. Jelaskan bagaimana penyesuaian dan adaptasi konsep ini perlu bagi pengamal perhubungan awam.