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UNIVERSITI SAINS MALAYSIA

Second Semester Examination  
Academic Session 2008/2009

*Peperiksaan Semester Kedua  
Sidang Akademik 2008/2009*

April/Mei 2009

**YBP 228E – Publicity, Media and Methods**  
*Kaedah, Publisiti Dan Media*

Duration: 2 hours  
*Masa: 2 jam*

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This examination paper consists of **THREE (3)** pages of printed materials.  
*Kertas peperiksaan ini mengandungi **TIGA (3)** muka surat bercetak.*

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

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

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1. Define and briefly explain, any **FOUR (4)** of the following concepts;

*Takrifkan dan terangkan secara ringkas EMPAT (4) konsep di bawah;*

- (a) Media Events (*Acara media*)
- (b) Broadcast Publicity (*Publisiti Penyiaran*)
- (c) News Conference (*Sidang akhbar*)
- (d) Staged Events/Publicity stunts
- (e) Publicity Release (*Siaran Publisiti*)
- (f) Media Tour (*Lawatan Media*)

2. A new computer software company has started to manufacture sophisticated educational programs for children and adults. Officers of the firm believe that their products represent the next generation of software programming in terms of graphics, user-friendly and versatility. From a public relations perspective, how would you underline the objectives of a consumer publicity program? Develop a list of strategies to be used to accomplish these objectives.

*Sebuah syarikat perisian komputer yang baru ditubuhkan telah mula mencipta program pendidikan yang canggih untuk penggunaan kanak-kanak dan orang dewasa. Pegawai di syarikat itu percaya bahawa produk terbaru ini akan dapat mewakili generasi baru dalam memprogram perisian dari sudut grafik, mesra pengguna dan keluwesan (versatility). Bagaimana anda menggariskan objektif untuk program publisiti kepada pelanggan. Senaraikan strategi yang bersesuaian untuk mencapai objektif tersebut.*

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3. The Malaysian Trade and Manufacturer Board a trade group of consumer product in Malaysia, is gearing up for a major marketing and publicity effort to increase local product consumption by the Malaysian consumer. Suggest **THREE (3)** publicity tools/methods followed by activities and budget to be used for this campaign.

*Lembaga Perdagangan dan Perindustrian Malaysia (The Malaysian Trade and Manufacturer Board) iaitu kumpulan perdagangan produk pelanggan/konsumer di Malaysia, sedang berusaha menyediakan satu program pemasaran dan publisiti yang khusus bagi menambah penggunaan produk tempatan di kalangan masyarakat Malaysia. Cadangkan **TIGA (3)** alat/kaedah publisiti yang boleh digunakan berserta aktiviti dan bajet bagi kempen ini.*

4. Your company wants to hold a news conference announcing the acquisition of another large national company. Outline and describe the publicity materials that should be included in your press kit.

*Syarikat anda ingin mengadakan sidang akhbar mengumumkan pengambilalihan syarikat gergasi bertaraf nasional. Senaraikan dan terangkan bahan-bahan publisiti yang perlu ada dalam 'press kit' anda.*

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