



STAMFORD COLLEGE
SCHOOL OF BUSINESS, MARKETING AND ACCOUNTING

DIPLOMA IN BUSINESS ADMINISTRATION
(SEMESTER 6)

DBA 212: PUBLIC RELATION

Date : 4 April 2007

Time : 9.30am – 11.30am

Duration:2 hours

Instructions to Candidates

Candidates are required to answer Question ONE in Section A and any THREE questions from Section B.

Please ensure that this examination paper contains SEVEN questions on TWO printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

Section A

Question 1 (Compulsory)

As the PR practitioner for Reliance Tour Agency, in Malaysia, write a news release in not more than 300 words to inform the public about the "Getaway Vacation Package" that is to be launched. This vacation package is to further support our government's objective in making Visit Malaysia Year 2007 a success. Create all the details for the news release.

(Total 25 marks)

Section B

Answer any THREE questions.

Question 2

What are the FIVE vital qualities of a successful PR practitioner? Explain with relevant examples.

(Total 25 marks)

Question 3

Explain why is it essential for an organisation to have good management–employee relations. Give FIVE reasons.

(Total 25 marks)

Question 4

As a public relations practitioner for an organisation, what are the guidelines for managing media relations?

(Total 25 marks)

Question 5

Some organisations have their own in-house PR department. Some use only PR consultancy or they may use both depending on the PR activities. What are the advantages and disadvantages of the following alternatives:

- (a) Setting up an in-house department (15 marks)
- (b) Appointing a PR consultancy (10 marks)

(Total 25 marks)

Question 6

The government has to take the initiative to overcome the problems associated with social change in society. Why is there a need for public relations in government communications? Illustrate, with examples from current issues, the reasons why there is an expansion of government public relations.

(Total 25 marks)

Question 7

- (a) Define Publics. (5 marks)
- (b) Explain, with relevant examples, the meaning of the following:
- i) press conferences (10 marks)
 - ii) house journal (10 marks)
- (Total 25 marks)

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