



STAMFORD COLLEGE

SCHOOL OF BUSINESS

DIPLOMA IN CORPORATE ADMINISTRATION (SEMESTER 4)

DCA 204: PUBLIC RELATIONS

Date : 26 July 2007 (Thursday)

Time : 9.00 AM – 11.00 AM

Duration: 2 hours

Instructions to Candidates

Question 1 in Section A is compulsory. Answer TWO out of FOUR questions in Section B.

Please ensure that this examination paper contains FIVE questions on ONE printed page 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 (COMPULSORY)**Question 1**

Samseng Bhd., a global handphone manufacturer, is about to launch a new handphone with the latest technology under the brand name of SMARTALEC. As the PR manager of Samseng, write a news release to the news media about the launch. Use the SOLAADS model and do not exceed 100 words.

(You may invent any details you wish provided they are relevant to the subject of the question.)

(Total = 10 marks)

SECTION B

Answer TWO out of FOUR questions.

Question 2

Describe FIVE advantages of using an outside Public Relations consultancy. Illustrate your answers with examples.

(Total = 20 marks)

Question 3

Every organisation needs to prepare a public relations plan. Describe the 6-point PR Planning Model. Support your answers with examples.

(Total = 20 marks)

Question 4

News releases and feature articles are important tools of public relations. Describe FIVE differences between a news release and a feature article. Support your answers with examples.

(Total = 20 marks)

Question 5

Outline TEN publics for an international airline. Illustrate your answers with examples.

(Total = 20 marks)

- END OF PAPER -