BAHAGIAN SATU / SECTION ONE (60 MARKAH/MARKS)


   a. ........................................................................................................................................

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   (2 markah/marks)

   b. ........................................................................................................................................

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   (2 markah/marks)

   c. ........................................................................................................................................

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   (2 markah/marks)

2. Nyatakan EMPAT (4) faktor yang mempengaruhi pembentukan komunikasi korporat List down FOUR (4) forces that shape corporate communications

   a. ........................................................................................................................................

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   (8 markah/marks)
3. Berikan **EMPAT(4)** sub-fungsian komunikasi korporat.
   *Give FOUR (4) sub-functions of corporate communication.*

   a. ____________________________________________

   b. ____________________________________________

   c. ____________________________________________

   d. ____________________________________________

   *(8 markah/marks)*

4. Huraikan definisi konsep-konsep berikut:
   *Define the following concepts:*

   a. identiti korporat / corporate identity

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   ____________________________________________

   ____________________________________________

   b. imej korporat / corporate image

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   c. reputasi korporat / corporate reputation

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   d. Pengurusan isu / issue management

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   *(8 markah/marks)*
5. Nyatakan LIMA (5) ciri yang terdapat pada identiti visual korporat
   List down FIVE (5) elements of corporate visual identity
   
   a. 
   b. 
   c. 
   d. 
   e. 

   (5 markah/marks)

6. Nyatakan LIMA (5) objektif aktiviti filantropi korporat
   State FIVE (5) objectives of corporate philanthropic activities.
   
   a. 
   b. 
   c. 
   d. 
   e. 

   (5 markah/marks)

7. Nyatakan LIMA (5) cabaran dalam amalan komunikasi korporat masa kini
   Give FIVE (5) challenges in the current practice of corporate communication
   
   a. 
   b. 
   c. 
   d. 
   e. 

   (10 markah/marks)
13. Jelaskan secara ringkas setiap konsep berikut:
   Briefly explain in brief the following concepts:

   a. Hubungan pelabur / investor relations

   (2 markah/marks)

   b. Periklanan korporat / corporate advertising

   (2 markah/marks)

   c. Tanggungjawab sosial korporat / corporate social responsibility

   (2 markah/marks)

   d. Komunikasi pemasaran bersepadu / integrated marketing communication

   (2 markah/marks)

   e. Pihak berkepentingan / Stakeholder

   (2 markah/marks)
BAHAGIAN DUA/SECTION TWO (40 MARKAH/MARKS)

1. Media boleh membina atau memusnahkan sesuatu organisasi. Berikan pendapat anda dengan merujuk kepada hubungan media sebagai sub-fungsian komunikasi korporat.

*The media can either develop or destroy a company. Give your opinion based on media relations as one of corporate communication functions.*

(20 markah/marks)

2. Kajian kes / Case study

Jawapan anda hendaklah berdasarkan kepada kajian kes yang dilampirkan.

*Your answer should be based on the case study provided.*

a. Pada pendapat anda, sejauhmanakah strategi komunikasi krisis yang dilaksanakan oleh Pepsi ini berkesan untuk membuktikan bahawa krisis sebenar tidak wujud? Sokong hujah anda dengan merujuk kepada strategi komunikasi krisis yang dilaksanakan.

*In your opinion, how effective were the crisis communication strategies used by Pepsi in order to show that a perceived crisis does not actually exist? Support your answer with specific crisis communication strategies being implemented.*

(5 markah/marks)

b. Jelaskan bagaimana Pepsi mengaplikasikan hubungan media untuk mendapatkan keyakinan publik dalam menangani krisis ini.

*Explain how Pepsi applied media relations to gain public's confidence in handling the above crisis.*

(5 markah/marks)

c. Pengurusan rancangan komunikasi krisis yang berkesan akan meningkatkan reputasi organisasi. Sebaliknya krisis yang tidak diuruskan dengan baik akan memusnahkan reputasi organisasi dan memungkinkan organisasi menanggung kos akibat tindakan undang-undang. Berikan justifikasi kepada rancangan komunikasi krisis yang dilaksanakan oleh Pepsi untuk membuktikan ia tidak bersalah.

*A well managed crisis communication plan will enhance an organisation's reputation and business. A poor managed crisis plan will damage its image and lead to costly litigation. Justify the crisis communication plan used by Pepsi to prove its innocence.*

(10 markah/marks)
CASE STUDY

In 1993, Pepsi-Cola found itself in a crisis situation when a man in Tacoma, Washington claimed he had found a syringe inside a can of Diet Pepsi. Soon after the story hit the news, claims surfaced all over the country. People claimed to find objects from bullets to crack cocaine vials. Pepsi-Cola knew that the foreign objects had been inserted by people outside the company who had tampered with the product. Proving the company's innocence would be pivotal in protecting further damage to Pepsi-Cola's brand name. Pepsi employed a variety of strategies to deal with the problem.

Pepsi claimed that the objects had been inserted after having been opened and that many people do this in order to earn money from a settlement. The company openly declared that it would "pursue legal action against anyone making false claims".

Pepsi then made a public announcement saying that there was no crisis. Its President Craig Weatherup made appearances on television and gave interviews to radio stations and newspapers saying that Pepsi's bottling line was secure. Pepsi even brought video cameras into their bottling factories to show the bottling process and the impossibility of inserting a foreign object into a can of Pepsi before it is sealed.

The communications activities conducted throughout the investigation were very effective. The public relations department disclosed all information to everyone as needed. The consumer advisers were contacted almost three times a day regarding new information. The public relations department contacted the management department on how to communicate with the employees regarding the crisis situation and how to answer questions from the public and the employees. All 400 field locations were aware at all times of what was going on in the company, what information is being reported, how the government was handling this matter, and how the company is responding to this matter. The president was also contacting the management department regarding updates from the investigation. Pepsi Corporation may have lost sales for a week but the company was well praised for their hard work, integrity, management team strategy and standards of productions which the company earned an additional four percent increase in sales.

The Pepsi crisis turned out to be a hoax. Individuals who had purposely inserted foreign objects into cans were brought to court. When it became clear that there was no possible way that there could have been foreign objects inserted before being sealed, the crisis had ended.

KERTAS SOALAN TAMAT

END OF QUESTIONS