<table>
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<tr>
<th>KOD/NAMA KURSUS</th>
<th>CCA3013 / PENGURUSAN KOMUNIKASI STRATEGIK</th>
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<tbody>
<tr>
<td>TARIKH</td>
<td>15 NOVEMBER 2006</td>
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<tr>
<td>MASA</td>
<td>9.00 – 11.30 PAGI (2¼ JAM)</td>
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<td>TEMPAT</td>
<td>BK 4 (FWB)</td>
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</tbody>
</table>

**ARAHAN:**

1. Kertas soalan ini mengandungi DUA (2) BAHAGIAN iaitu BAHAGIAN SATU dan BAHAGIAN DUA dalam DUA (2) halaman bercetak tidak termasuk kulit hadapan.
2. Lampiran disediakan pada halaman 3 - 4.
3. Anda dikehendaki menjawab SEMUA soalan.
4. Semua jawapan hendaklah ditulis di atas kertas jawapan yang disediakan.

**NO. MATRIK:** 

(dengan perkataan)                         

(dengan angka)  

**NO. KAD PENGENALAN:**  

**NAMA PENSYARAH:** HASLINA H. HAMZAH  

**KUMPULAN:**  

**NOMBOR MEJA:**  

**JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN**
BAHAGIAN SATU/SECTION ONE (65 MARKAH/MARKS)


“Communication is not an act but a process.” Explain the phrase by relating it to audience feedback.

(5 markah/marks)


Strategic communication means achieving your potential in four areas. Discuss the areas.

(15 markah/marks)


Discuss the advantages of ethics.

(10 markah/marks)


Explain the benefits of goal-setting.

(10 markah/marks)


Differentiate advertising, corporate advertising and corporate advocacy. Provide appropriate examples to distinguish each type of advertising.

(15 markah/marks)


Discussions on crisis communication usually focus on three issues. Discuss the issues.

(10 markah/marks)
BAHAGIAN DUA/SECTION TWO (35 MARKAH/MARKS)

Jawapan anda hendaklah berdasarkan kepada kajian kes yang dilampirkan di halaman 3 hingga 4.

Please answer your questions based on the case study provided on pages 3 to 4.


   Juriah needs to consider her audience before taking any action. State the different types of audience that Juriah needs to deal with.

   (10 markah/marks)

2. Nyatakan media spesifik yang dipilih oleh Juriah. Pada pandangan anda, adakah kombinasi media yang dipilih itu berkesan? Kenapa?

   Describe the specific medium that Juriah selected. Does the combination of the medium seem to be effective? Why?

   (10 markah/marks)


   Apakah kelebihan atau kekurangan yang mungkin diperolehi oleh Juriah dengan menghantar beberapa mesej pada waktu yang berbeza?

   In your opinion, does Juriah time her multiple message appropriately—that is, to meet the needs of the audience and achieve her goal? Explain.

   What does she gain and/or lose by sending a series of messages at different times?

   (15 markah/marks)

KERTAS SOALAN TAMAT

END OF QUESTION PAPER
CASE STUDY: WEIGHING MEDIA AND TIMING

Juriah Joned is the Designer and Managing Director of her family’s apparel business in Terengganu. The business includes eight manufacturing facilities; most are simple sewing shops, but one is a new factory with highly sophisticated technology. The facilities operate under contracts with apparel companies from around the world who are attracted by relatively low costs and by NAFTA tariff advantages. Success for the family business depends on keeping the factories fully operational, a strategy that causes Juriah to devote much time to selling—to getting contracts—as to overseeing operations.

A Hong Kong company that markets high-fashion women’s apparel has approached Juriah about a possible contract. Although the family’s business concentrates on mass-market shirts at its sewing shops, the Hong Kong firm is aware of the new plant’s capacity to produce high-quality goods at competitive prices. The company’s expression of interest comes in a faxed letter to Juriah following a brief phone conversation. Because the letter lists specific questions (about costs, production rates, quality measures, etc.), Juriah knows that a phone response would be inadequate because of the amount of detailed information she has to convey. She could gather the requested information and send it by fax or e-mail. Either approach would be timely, and Juriah wants to show her responsiveness, her ability to meet the customer’s needs on their schedule. But she feels that such simple responses would not be effective in making her case.

As she shortens her options, she is aware that the message she wants to convey to the Hong Kong firm is two-fold. Part of the message is quantitative and objective: the numbers asked for in the letter. But another part is qualitative and subjective: the “feel” Juriah wants the apparel company to gain about the high-level production facilities. She wants to project the right tone and image, making a case for the capacity of her new plant to meet the high-fashion level of the clothing. The best way to do that, she reasons, is to have representatives of the Hong Kong firm tour the plant to see first hand its cleanliness and its computerized machinery. She also wants to present herself as a modern manager—the holder of an MBA from a prestigious university abroad.

She finally decides on an approach that involves several different communications. The first step is a phone call to the company in Hong Kong to thank them for their written request and to provide an overview of how she will respond. The personal touch, she knows, is important in the apparel business, especially with Asian businesspersons. In the conversation, she will outline how she will respond formally. First, she will fax a detailed response to the specific questions. The she will invite representatives to come to Terengganu to see the new facility and inspect some of the high-fashion clothing it is currently producing. After a tour of the plant—an opportunity for the company to see the facilities and also to interact with Juriah at a professional level—she will make a formal presentation to the representatives, using PowerPoint slides to reiterate the quantitative data she sent first by fax and to reinforce the image she wants to project of a capable manager able to use high-tech equipment to produce high-quality clothing. Should the
company reject her offer of a visit to Terengganu, Juriah is prepared to produce a video of the new facility to send them and also to set up a teleconference so she can make her pitch in a more personal way than a written response allows.