UNIVERSITI UTARA MALAYSIA
PEPERIKSAAN AKHIR SEMESTER PERTAMA SESI 2008/2009
FINAL EXAMINATION SEMESTER I 2008/2009 SESSION

KOD / NAMA KURSUS : CCA 3013 – PENGURUSAN KOMUNIKASI STRATEGIK /
CODE / COURSE STRATEGIC COMMUNICATION MANAGEMENT
TARIKH DATE : 15 NOVEMBER 2008
MASA TIME : 2.30 – 5.00 PM (2 ½ JAM / HOURS)
TEMPAT VENUE : DP4(1) FTM(A), DP4(3) FTM(B)

ARAHAN:
1. Buku soalan ini mengandungi DUA (2) BAHAGIAN iaitu BAHAGIAN SATU (1) dan BAHAGIAN DUA (2) dalam LIMA (5) halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab SEMUA soalan di dalam kertas jawapan yang disediakan.

INSTRUCTIONS:
1. This book script contains TWO (2) SECTIONS—ONE (1) and TWO (2) in FIVE (5) printed pages excluding the cover page.
2. Answer ALL the questions in the answer sheet provided.

NO. MATRIK : (dengan perkataan/in words) (dengan angka/in numbers)
MATRIC NO.

NO. KAD PENGENALAN :
IDENTIFICATION CARD NO.
PENSYARAH : HASLINA BT. HALIM
LECTURER
KUMPULAN GROUP : NOMBOR MEJA TABLE NO. : 

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN
PLEASE DO NOT OPEN THIS QUESTION BOOKLET UNTIL THE INSTRUCTION IS GIVEN

SULIT/CONFIDENTIAL
BAHAGIAN SATU/SECTION ONE (65 MARKAH/MARKS)

1. Organisasi menggunakan aktiviti-aktiviti komunikasi luaran bagi membantu mereka untuk memahami dan bertindak-balas terhadap harapan-harapan masyarakat bagi membolehkan mereka berdepan dengan ujian-ujian tertentu dalam organisasi. Huraikan bentuk-bentuk komunikasi luaran yang wujud di dalam organisasi.

Organizations utilize external communication activities in order to help them understand and respond to public expectations in ways that allow them to meet their tests. Describe the forms in which external communication occurs in organizations.

(6 markah/marks)

2. a) Bezakan iklan korporat dan advokasi korporat. Berikan contoh yang sesuai bagi setiap jawapan.

Differentiate corporate advertising and corporate advocacy. Provide an appropriate example to illustrate each of your answers.

(20 markah/marks)

b) Nyatakan bagaimana advokasi korporat yang aktif dapat membantu sesuatu organisasi moden. Berikan contoh yang sesuai.

Describe how proactive corporate advocacy help modern organizations. Provide an appropriate example.

(5 markah/marks)

3. Nyatakan faktor-faktor yang perlu diambilkira apabila kita membuat analisa audien.

Describe the factors that we have to consider when analyzing our audience.

(18 markah/marks)

4. Pembentukan mesej yang meyakinkan bergantung kepada penggunaan logik dan bukti-bukti yang berkesan.

a) Jelaskan jenis-jenis logik tersebut. Berikan contoh-contoh yang sesuai bagi menjelaskan jawapan anda.

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Explain the types of logic. Provide an example to illustrate your answers.

(8 markah/marks)

b) Hujah-hujah yang berdasarkan kepada logik-logik tersebut bergantung kepada bukti-bukti tertentu. Nyatakan bukti-bukti tersebut dan berikan contoh yang sesuai untuk setiap satu.

The arguments based on the logics depend on evidence. Describe the evidence and provide an example for each.

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

Jawapan anda hendaklah berdasarkan kepada kajian kes yang dilampirkan di halaman 4-5.

Please answer your questions based on the case study provided on page 4-5.


   Who is En. Safari’s audience? Do you think he conducts an audience analysis? Explain.

   (5 markah/marks)

2. Namakan media spesifik yang telah dipilih oleh En. Safari. Adakah ianya pemilihan yang efektif pada ketika itu? Kenapa atau kenapa tidak?

   Name the specific media that En. Safari selects. Do they seem to you to be effective under the circumstances? Why or why not?

   (10 markah/marks)

3. Adakah pemilihan penggunaan media berganda bersesuai dalam konteks kes tersebut? Kenapa atau kenapa tidak? Apakah kelebihan-kelebihan dan kekurangan-kekurangan penggunaan media berganda?

   Does the selection of multiple media method seem to be appropriate? Why or why not? What advantages and disadvantages do multiple media entail?

   (20 markah/marks)
CASE STUDY
WEIGHING MEDIA AND TIMING

En. Safari Mon is the CEO of his family's apparel business in Sarawak. The firm includes eight manufacturing facilities; most are simple sewing shops, but one is a new plant 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 tariffs advantages. Success for the family business depends on keeping the plants fully operational, a strategy that causes En. Safari to devote as much time to selling—to getting contracts—as to overseeing operations.

A Hong Kong company that markets high-fashion women's apparel has approached En. Safari for a possible contract. Although the family's business concentrates on mass-market jeans and 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 En. Safari following a brief phone conversation. Because the letter lists specific questions (about costs, production rates, quality measures and legal points), En. Safari knows that a phone response would be inadequate because of the amount of detailed information he has to convey. He could gather the requested information and send it by fax or e-mail. Either approach would be timely, and En. Safari wants to show his responsiveness, his ability to meet the customer's needs on their schedule. By he feels that such simple responses would not be effective in making his case.

As he sorts his options, he is aware that the message he wants to convey to the Hong Kong firm is twofold. Part of the message is quantitative and objective: the numbers asked for in the letter. But another part is qualitative and subjective: the "feel" En. Safari wants the apparel company to gain about the high-level production facilities. He wants to project the right tone and image, making a case for the capacity of his new plant to meet the high-fashion level of the clothing. The best way to do that, he reasons, is to have representatives of the Hong Kong firm tour the plant to see first hand its cleanliness and its computerized machinery. He also wants to present himself as a modern manager. But arranging a tour will obviously take time and En. Safari doesn't want to appear to be delaying.

He 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 he will respond. The personal touch, he knows, is important in the apparel business, especially with Asian businesspersons. In the conversation, he will outline how he will respond formally. First, he will fax a detaied response to the specific questions. Then he will invite representatives to come to Sarawak 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 En. Safari at a professional level—he will
make a formal presentation to the representatives to reiterate the quantitative data and to reinforce the image he wants to project as a capable manager. Should the company reject his offer of a visit to Sarawak, En. Safari is prepared to produce a video of the new facility to send them and also to set up a teleconference so he can make his pitch in a more personal way than a written response allows.

KERTAS SOALAN TAMAT

END OF QUESTION PAPER