UNIVERSITI UTARA MALAYSIA
PEPERIKSAAN AKHIR SEMESTER KEDUA SESI 2009/2010
FINAL EXAMINATION SECOND SEMESTER SESSION 2009/2010

KOD / NAMA KURSUS : SCCG 3153 – KOMUNIKASI KORPORAT / CORPORATE COMMUNICATION
COURSE CODE / NAME

TARIKH : 29 APRIL 2010 (KHAMIS / THURSDAY)
DATE
MASA : 9.00 – 11.30 PAGI / AM (2 ½ JAM / HOUR)
TIME

TEMPAT : DMS
VENUE

ARAHAN :

1. Buku soalan ini mengandungi DUA (2) BAHAGIAN iaitu BAHAGIAN A dan BAHAGIAN B dalam EMPAT (4)
halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab SEMUA SOALAN di dalam buku jawapan yang disediakan
3. Anda TIDAK DIBENARKAN membawa kertas soalan ini keluar dari dewan peperiksaan.

INSTRUCTION

1. This question booklet contains TWO (2) SECTIONS – SECTION A, and B in FOUR (4) printed pages excluding the cover
page.
2. Answer ALL QUESTIONS in the answer booklet provided.
3. You are NOT ALLOWED to remove the exam paper from the examination hall.

JANGAN BUKA KERTAS PEPERIKSAAN INI SEHINGGA DIBERI ARAHAN
DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

SULIT/CONFIDENTIAL
1. Nyatakan definisi komunikasi korporat.

Define corporate communication.

(2 markah/marks)

2. Nyatakan definisi pengiklanan korporat.

Define corporate advertising.

(3 markah/marks)


Explain FIVE (5) functions of corporate advertising in organizations. Provide appropriate examples.

(10 markah/marks)


Discuss FIVE (5) differences between corporate advertising and product advertising. Provide appropriate examples.

(10 markah/marks)

5. Berikan maksud berikut:

Provide the meaning of the following:

a) Identiti / Identity
b) Imej / Image
c) Reputasi / Reputation

(6 markah/marks)
6. Jelaskan DUA (2) perbezaan-perbezaan di antara identiti korporat dan imej korporat.

*Explain TWO (2) differences between corporate identity and corporate image.*

(5 markah/marks)


*Discuss SIX (6) steps in creating and managing identity process. Provide appropriate examples.*

(15 markah/marks)


*Explain FOUR (4) the importance of brand identity manual for organization. Give appropriate examples.*

(8 markah/marks)


*Explain THREE (3) internal and external stakeholders in organization. Provide appropriate examples.*

(6 markah/marks)


*Describe FIVE (5) fundamental roles of government relation in organization. Give appropriate examples.*

(10 markah/marks)
BAHAGIAN B (25 MARKAH)
SECTION B (25 MARKS)

1. Berdasarkan artikel di bawah, terangkan LIMA (5) langkah-langkah yang perlu diambil oleh Toyota di dalam menghadapi krisis beserta contoh-contoh yang sesuai.

*Based on the article below, describe FIVE (5) actions need to be taken by Toyota in facing the crisis and provide appropriate examples.*

(10 markah/marks)

2. Jelaskan LIMA (5) strategi atau perancangan Toyota untuk memulihkan reputasi jenama mereka dengan menggunakan fungsi-fungsi komunikasi korporat beserta contoh-contoh yang sesuai.

*Explain FIVE (5) strategies or planning for Toyota to rebuild their reputation by using corporate communication functions and provide appropriate examples.*

(15 markah/marks)

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**Toyota brand faces 'serious crisis'**

Toyota, the Japanese car giant, is facing "a serious crisis" as the company struggles to rebuild consumer confidence in the wake of a series of damaging recalls, a top company official has said.

Takeshi Uchiyamada, Toyota's executive vice president, was speaking at an emergency meeting of Toyota workers and dealers at the company's headquarters in Japan.

He said the company had to learn from the crisis, improve its monitoring of consumer complaints and do better at crisis management.

"The path to regaining trust remains tremendously difficult," he said.

Friday's gathering - dubbed "Toward a New Beginning for Toyota" - was called in an effort to rally employees and associates as the world's number one carmaker looks to minimise the fallout from a string of safety alerts over faulty brakes and accelerator pedals.

About 2,000 workers and dealer gathered at the company headquarters in Toyota City, while the meeting was also streamed live to Toyota plants across Japan.
Speaking at the meeting Akido Toyoda, the company's president, sought to boost morale, urging workers and dealers to unite to help win back customer trust.

"Let's go with high spirits, have fun and be confident while staying humble," said Toyoda, choking up and wearing a gray workman's jacket, on Friday. "We are making a start today."

Toyota has been widely criticised over the speed of its response to safety concerns with its cars, and its transparency about the scope of potential defects.

Criticisms have been especially strong in the US, where three separate congressional investigations are underway and a string of class action lawsuits have been launched against the carmaker.

**US safety probe**

Earlier this week Toyoda returned to Japan after being questioned by US legislators over a spate of quality lapses that include problems with braking systems and sticking accelerator pedals.

The problems have resulted in global recalls of 8.5 million vehicles, 6 million of them in the US.

Other executives who appeared before congressional hearings on Toyota's recalls also attended Friday's event.

On Thursday US regulators said they were reviewing more than 60 complaints that fixes made on recalled vehicles for accelerator problems had not solved the problem.

The National Highway Traffic Safety Administration said in a statement it was interviewing vehicle owners, but added that the complaints were as yet unproven allegations.

Toyota said this week it had fixed more than 1 million of the more than 6 million cars and trucks recalled in October and January.

The company said it plans to review its research and development process and set up a special team to beef up road tests.

(source from Aljazeera.net dated March 3, 2010)