



UNIVERSITI SAINS ISLAM MALAYSIA
جامعة العلوم الإسلامية الماليزية
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA



**FINAL EXAMINATION
SEMESTER I, ACADEMIC SESSION 2007/2008**

DATE : OCT-NOV 2007

DURATION : 2 HOURS 30 MINUTES

ACJ 4043

**SEMINAR KEWARTAWANAN
(JOURNALISM SEMINAR)**

INSTRUCTIONS TO CANDIDATES:

1. This paper contains **FIVE (5)** questions.
2. Answer **THREE (3)** questions **ONLY** in the Answer Booklet provided.
3. All answers must be legible and clearly written.
4. Candidates are not allowed to take question papers out of the examination hall.
5. Please complete your particular in the **Borang H** provided.

DO NOT OPEN THIS QUESTION BOOKLET UNTIL YOU ARE TOLD TO DO SO

This question booklet has **ONE (1)** printed pages excluding this cover page

Answer three (3) questions only:

1.
 - a) What is a seminar to you? (5 marks)
 - b) Do you think attending a seminar will help to enrich your knowledge?
(5 marks)
2.
 - a) What do you understand with 'logistics' in event management? (5 marks)
 - b) Basically, there are three steps that organizers have to accomplish in ensuring the event is planned in order. Write the steps according to your position in the seminar. (5 marks)
3.
 - a) What is crowd management? (5 marks)
 - b) In order to ensure manageable audience, what are the factors the organizer has to consider? (5 marks)
4. Explain SWOT analysis. (10 marks)
5. What are the guidelines for preparing a press release? (10 marks)