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SURVEY ON ALUMNI

(A) Alumni’s particulars *(Please update the following information if applicable)*

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<th>Name:</th>
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<td>Post:</td>
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<tr>
<td>Name of Company:</td>
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</table>

(B) Survey Questionnaires

1. Is the above name mentioned still in employment with your company?
   - [ ] Yes
   - [ ] No

2. Relevance of UTAR curriculum to the contribution of him/her towards your organization:
   - His/her Degree Programme has
     i. given him/her a strong foundation in the area of specialisation in his/her studies
       - [ ] 5
       - [ ] 4
       - [ ] 3
       - [ ] 2
       - [ ] 1
       - [ ] NA
     ii. enabled him/her to have comprehensive knowledge of Chinese language, etymology and phonetics.
       - [ ] 5
       - [ ] 4
       - [ ] 3
       - [ ] 2
       - [ ] 1
       - [ ] NA
     iii. enabled him/her to interpret, evaluate and appreciate Chinese classical and modern literary works.
       - [ ] 5
       - [ ] 4
       - [ ] 3
       - [ ] 2
       - [ ] 1
       - [ ] NA
     iv. enabled him/her to be familiar with the thoughts of Chinese eminent thinkers.
       - [ ] 5
       - [ ] 4
       - [ ] 3
       - [ ] 2
       - [ ] 1
       - [ ] NA
     v. enabled him/her to be familiar with the research methodology as well as to define research objectives while engaging in project work.
       - [ ] 5
       - [ ] 4
       - [ ] 3
       - [ ] 2
       - [ ] 1
       - [ ] NA
     vi. developed his/her ability to communicate and work in a team.
       - [ ] 5
       - [ ] 4
       - [ ] 3
       - [ ] 2
       - [ ] 1
       - [ ] NA

3. a. His/her proficiency in English Language
   - [ ] 5
   - [ ] 4
   - [ ] 3
   - [ ] 2
   - [ ] 1

   b. His/her proficiency in ______________ (other language required commonally used for work)
   - [ ] 5
   - [ ] 4
   - [ ] 3
   - [ ] 2
   - [ ] 1

4. His/her attitude towards his/her job functions/responsibilities
   - [ ] 5
   - [ ] 4
   - [ ] 3
   - [ ] 2
   - [ ] 1

5. Other comments:

____________________________________________________________________________________
__________________________________________________________________________________

Note: NA = Not applicable

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SURVEY ON ALUMNI

(C) Alumni’s particulars *(Please update the following information if applicable)*

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<td>Name of Company:</td>
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(D) Survey Questionnaires

1. Is the above name mentioned still in employment with your company?
   - Yes
   - No

*Please tick your score in the box (5 (Strongly agree) ------->1 (Strongly disagree))*

2. Relevance of UTAR curriculum to the contribution of him/her towards your organization:
   - His/her Degree Programme has
     - vii. given him/her a strong foundation in the area of specialisation in his/her studies
       - 5
       - 4
       - 3
       - 2
       - 1
       - NA
     - viii. enabled him/her to demonstrate the ability to apply theoretical linguistic concepts and practical knowledge in English for academic and specific purposes.
       - 5
       - 4
       - 3
       - 2
       - 1
       - NA
     - ix. enabled him/her to exhibit ethical and professional conduct and practices in academic tasks and social interactions.
       - 5
       - 4
       - 3
       - 2
       - 1
       - NA
     - x. enabled him/her to engage in intellectual pursuit such as discussion and research in the field of linguistics, and the teaching and learning of the English language.
       - 5
       - 4
       - 3
       - 2
       - 1
       - NA
     - xi. enabled him/her to use analytical and critical thinking skills to resolve challenges pertaining to communication in a highly competitive environment.
       - 5
       - 4
       - 3
       - 2
       - 1
       - NA
     - xii. developed his/her ability to communicate and work in a team.
       - 5
       - 4
       - 3
       - 2
       - 1
       - NA

*Please tick your score in the box (5 (Excellent) ------->1 (Very Poor))*

3. a. His/her proficiency in English Language
   - 5
   - 4
   - 3
   - 2
   - 1

b. His/her proficiency in _______________(other language required/commonly used for work)
   - 5
   - 4
   - 3
   - 2
   - 1

4. His/her attitude towards his/her job functions/responsibilities
   - 5
   - 4
   - 3
   - 2
   - 1

5. Other comments:

____________________________________________________________________________________
__________________________________________________________________________________

Note: NA = Not Applicable

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Thank you for your kind cooperation
SURVEY ON ALUMNI

(E) Alumni’s particulars (Please update the following information if applicable)

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(F) Survey Questionnaires

1. Is the above name mentioned still in employment with your company?
   ☐ Yes  ☐ No

Please tick your score in the box (5 (Strongly agree) --------->1 (Strongly disagree))

2. Relevance of UTAR curriculum to the contribution of him/her towards your organization:
   His/her Degree Programme has
   xiii. given him/her a strong foundation in the area of specialisation in his/her studies
       ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ NA
   xiv. enabled him/her to demonstrate an ability to apply communication knowledge, theory and concept to plan an advertising strategy to promote products or services.
       ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ NA
   xv. enabled him/her to apply cutting edge knowledge of advertising and thus be able to contribute to the growth of the Malaysian advertising industry in a globalised environment
       ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ NA
   xvi. enabled him/her to use innovative means in applying the latest developments in multimedia applications to enhance creative output.
       ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ NA
   xvii. enabled him/her to demonstrate basic managerial and entrepreneurship skills and adopt lifelong learning attitude in order to meet challenges of the rapidly growing advertising industry.
       ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ NA
   xviii. developed his/her ability to communicate and work in a team.
        ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ NA

Please tick your score in the box (5 (Excellent) --------->1 (Very Poor))

3. a. His/her proficiency in English Language
    ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
   b. His/her proficiency in _____________ (other language required/commonly used for work)
       ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

4. His/her attitude towards his/her job functions/responsibilities
   ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

5. Other comments:
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________

Note: NA = Not applicable

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SURVEY ON ALUMNI

(G) Alumni’s particulars (Please update the following information if applicable)

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(H) Survey Questionnaires

1. Is the above name mentioned still in employment with your company?
   □ Yes □ No

   Please tick your score in the box (5 (Strongly agree) ------->1 (Strongly disagree))

2. Relevance of UTAR curriculum to the contribution of him/her towards your organization:
   His/her Degree Programme has
   xix. given him/her a strong foundation in the area of specialisation in his/her studies
       □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xx. enabled him/her to demonstrate an understanding of fundamental concepts of press freedom,
       media theories and the impact of news in the socio-political environment.
       □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxi. enabled him/her to demonstrate professional, ethical, legal and social issues relating to the developments and implications of broadcast communication in society.
       □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxii. enabled him/her to undertake general news reporting ranging from general news to various beats and general feature stories to specific investigative assignments.
       □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxiii. enabled him/her to demonstrate the ability to work effectively as an individual or as part of a team, demonstrate initiative, leadership, ethical decision making and time management skills.
       □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxiv. developed his/her ability to demonstrate proficiency in using news sources, conducting interviews and communication technology basic entrepreneurial skills and adopt lifelong learning attitudes with the ability to meet challenges of globalisation.
       □ 5 □ 4 □ 3 □ 2 □ 1 □ NA

   Please tick your score in the box (5 (Excellent) -------->1 (Very Poor))

3. a. His/her proficiency in English Language
   □ 5 □ 4 □ 3 □ 2 □ 1

   b. His/her proficiency in _____________(other language required/commonly used for work)
   □ 5 □ 4 □ 3 □ 2 □ 1

4. His/her attitude towards his/her job functions/responsibilities
   □ 5 □ 4 □ 3 □ 2 □ 1

5. Other comments:
   __________________________________________________________________________
   __________________________________________________________________________

Note: NA = Not applicable
We would appreciate it if you can return the completed form by email to sumks@utar.edu.my
Thank you for your kind cooperation
FAM

DEPARTMENT OF ALUMNI RELATIONS & PLACEMENT
Universiti Tunku Abdul Rahman, Building PD, No. 9 Jalan Bersatu 13/4, 46200 Petaling Jaya, Selangor.
Tel: 03-79551511, Fax: 03-79551611

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SURVEY ON ALUMNI

(I) Alumni’s particulars (Please update the following information if applicable)

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(J) Survey Questionnaires

1. Is the above name mentioned still in employment with your company?
   □ Yes  □ No

   Please tick your score in the box (5 (Strongly agree) -------->1 (Strongly disagree))

2. Relevance of UTAR curriculum to the contribution of him/her towards your organization:
   His/her Degree Programme has
   xxv. given him/her a strong foundation in the area of specialisation in his/her studies
   □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxvi. enabled him/her to demonstrate an understanding of communication theories, Public Relations models and application of Public Relations skills.
   □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxvii. enabled him/her to demonstrate professional, ethical, legal and social issues relating to the developments and implications of broadcast communication in society.
   □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxviii. enabled him/her to undertake Public Relations projects related with employee communications, corporate image, brand equity, publicity, corporate social responsibility, crisis management and stakeholder relationship enhancement programmes.
   □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxix. enabled him/her to demonstrate basic entrepreneurial skills and adopt lifelong learning attitude with the ability to meet challenges of globalisation.
   □ 5 □ 4 □ 3 □ 2 □ 1 □ NA
   xxx. developed his/her ability to communicate and work in a team.
   □ 5 □ 4 □ 3 □ 2 □ 1 □ NA

   Please tick your score in the box (5 (Excellent) -------->1 (Very Poor))

3. a. His/her proficiency in English Language
   □ 5 □ 4 □ 3 □ 2 □ 1
   b. His/her proficiency in _____________(other language required/commonly used for work)
   □ 5 □ 4 □ 3 □ 2 □ 1

4. His/her attitude towards his/her job functions/responsibilities
   □ 5 □ 4 □ 3 □ 2 □ 1

5. Other comments:
   ____________________________________________________________________
   ____________________________________________________________________

Note: NA = Not applicable

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Post: 

Name of Company:

(L) Survey Questionnaires

1. Is the above name mentioned still in employment with your company?
   - [ ] Yes
   - [ ] No

   Please tick your score in the box (5 (Strongly agree) --------->1 (Strongly disagree))

2. Relevance of UTAR curriculum to the contribution of him/her towards your organization:
   - His/her Degree Programme has
   - xxxi. given him/her a strong foundation in the area of specialisation in his/her studies
     - [ ] 5
     - [ ] 4
     - [ ] 3
     - [ ] 2
     - [ ] 1
     - [ ] NA
   - xxxii. enabled him/her to demonstrate an understanding of various fields in psychology.
     - [ ] 5
     - [ ] 4
     - [ ] 3
     - [ ] 2
     - [ ] 1
     - [ ] NA
   - xxxiii. enabled him/her to successfully apply basic principles and practices from fundamental disciplines to explain human behaviour, analyse social and organisational issues, recognise individual differences, and evaluate individual needs.
     - [ ] 5
     - [ ] 4
     - [ ] 3
     - [ ] 2
     - [ ] 1
     - [ ] NA
   - xxxiv. enabled him/her to demonstrate the qualities of an effective, ethical and professional counsellor and apply theoretical knowledge into practical counselling skills.
     - [ ] 5
     - [ ] 4
     - [ ] 3
     - [ ] 2
     - [ ] 1
     - [ ] NA
   - xxxv. enabled him/her to demonstrate basic entrepreneurial skills and adopt lifelong learning attitude with the ability to meet challenges of globalisation.
     - [ ] 5
     - [ ] 4
     - [ ] 3
     - [ ] 2
     - [ ] 1
     - [ ] NA
   - xxxvi. developed his/her ability to communicate and work in a team.
     - [ ] 5
     - [ ] 4
     - [ ] 3
     - [ ] 2
     - [ ] 1
     - [ ] NA

   Please tick your score in the box (5 (Excellent) --------->1 (Very Poor))

3. a. His/her proficiency in English Language
   - [ ] 5
   - [ ] 4
   - [ ] 3
   - [ ] 2
   - [ ] 1

   b. His/her proficiency in _____________(other language required/commonly used for work)
   - [ ] 5
   - [ ] 4
   - [ ] 3
   - [ ] 2
   - [ ] 1

4. His/her attitude towards his/her job functions/responsibilities
   - [ ] 5
   - [ ] 4
   - [ ] 3
   - [ ] 2
   - [ ] 1

5. Other comments:
   _______________________________________________________________________
   _______________________________________________________________________

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