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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR EDUCATION (ARTS)

Date: 14th August, 2023
Time: 11.30am –1.30pm

KBA 2217 - PUBLIC RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Case Study: Crisis Management and Image Restoration

Background:

ABC Corporation is a well-established multinational company known for its innovative technology products. The company has maintained a positive public image for years, focusing on corporate social responsibility (CSR) initiatives, transparent communication, and strong customer relations. However, a recent incident has threatened the organization's reputation and public image.

Incident:

A whistleblower from within the company leaked information to the media alleging that ABC Corporation had been involved in unethical practices related to environmental regulations in one of its manufacturing plants. The media coverage quickly spread, causing public outrage, and several environmental activist groups began organizing protests and calling for a boycott of ABC Corporation's products.

Questions:

- As a public relations consultant for ABC Corporation, outline the immediate steps you would take to address the crisis and contain the damage to the company's image. (5 marks)
- Describe ways you would adopt to engage with the media to handle the negative coverage and correct any misinformation surrounding the environmental allegations. (5 marks)
- Describe three strategies you would implement to rebuild trust and restore ABC Corporation's reputation among its stakeholders and the general public. (5 marks)

- d) Considering the importance of social media in shaping public perception, devise a plan for using social media to counter the negative narrative and reinforce ABC Corporation's commitment to environmental sustainability. (5 marks)
- e) Explain ways in by which ABC Corporation has used to maintain a positive public image (5 marks)
- f) Identify how to mitigate potential risks or challenges that may arise during the image restoration process for ABC Corporation (5 marks)

QUESTION TWO (20 MARKS)

- a) A good reputation is an intangible yet incredibly valuable asset for any organization. Explain what is entailed in a good reputation management. (8 marks)
- b) Examine how organizations can incorporate CSR initiatives to enhance stakeholder relationships (6 marks)
- c) Explain how theories of communication and public opinion help us understand the dynamics of public image and relations. (6 marks)

QUESTION THREE (20 MARKS)

- a) Describe the steps involved in preparing for and responding to a crisis situation in organizations. (8 marks)
- b) Explain the considerations when developing the message for public relations. (6 marks)
- c) Give the differences between publicity and public relations. (6 marks)

QUESTION FOUR (20 MARKS)

- a) Examine ways in which social media influence communication strategies and public image management. (8 marks)
- b) To enhance professionalism in the practice of PR, members have to adhere to the code of consultancy practice and the code of professionalism conduct in their operations. Identify any six code of conduct that guide PR professionals. (6 marks)
- c) Explain factors that will influence the choice of media used in public relation. (6 marks)

QUESTION FIVE (20 MARKS)

- a) Citing an example of a company in Kenya, give strategies that it has adopted to effectively managed their public image (10 marks)

- b) Analyzing and evaluating public image is essential for understanding how an entity is viewed by various stakeholders. Discuss the various methods for analyzing and evaluating Public image (10 marks)