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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 OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 8th August, 2023

Time: 11.30am –1.30pm

KLC 003 - PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

KWANZA CORPORATION

Kwanza Corporation, a leading technology company, had been experiencing a decline in public image due to negative media coverage and employee dissatisfaction. Complaints about poor work culture, lack of transparency, and communication issues had tarnished the company's reputation. Consequently, attracting and retaining top talent became increasingly challenging, and public trust in the company began to erode. The key challenges faced by Kwanza Corporation were negative media coverage and public perception, employee dissatisfaction and disengagement, lack of effective communication and transparency, and difficulty in attracting and retaining top talent among others.

To address these challenges, Kwanza Corporation adopted the following strategies:

- i) **Internal Communication Enhancement:** The Company implemented an internal communication strategy focused on transparency, timely updates, and fostering a collaborative environment. Regular town hall meetings, employee feedback mechanisms, and improved channels for information sharing were introduced.
- ii) **Cultural Transformation:** A cultural transformation initiative was launched to improve employee morale and engagement. Kwanza Corporation fostered a positive work culture by promoting open communication, recognizing employee contributions, and providing professional development opportunities. Employee wellness programs and work-life balance initiatives were also introduced.
- iii) **External Branding and Reputation Management:** The Company conducted a comprehensive review of its branding and reputation management practices. A rebranding campaign was launched to

showcase the company's commitment to innovation, social responsibility, and ethical business practices. Kwanza Corporation engaged in community initiatives, sponsored events, and actively participated in industry conferences to enhance its public image.

Recognizing the power of employee advocacy, Kwanza Corporation empowered its employees to become brand ambassadors. They implemented training programs to equip employees with the knowledge and skills to represent the company positively. Further, to amplify the company's positive image, employees were encouraged to share their experiences and successes on social media platforms. These strategies implemented by Kwanza Corporation yielded significant improvements in public image and workplace relations.

Required:

- a) Explain why Kwanza Corporation's management placed more emphasis on public image goals in order to improve its corporate image. (6 Marks)
- b) Describe how difficulty in attracting and retaining top talent affected Kwanza Corporation. (6 Marks)
- c) To meet the demands of his expanding clientele, the management of Kwanza Corporation has chosen to hire a public relations and communication manager through the Human Resource Department. Advise on the characteristics that they should seek for in excellent public relations professional. (6 Marks)
- d) Specify how internal communication enhancement strategy contributed to improved transparency and collaboration within Kwanza Corporation. (6 Marks)
- e) Analyze how negative media coverage and public perception impacted on Kwanza Corporation's reputation. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Examine four public relations components that are widely used in contemporary organizations. (8 Marks)
- b) Corporate Social Responsibility seeks to align corporate operations with moral and ethical standards while also producing benefits for both the organization and society as a whole. Describe the advantages of corporate social responsibility in light of the aforementioned claim. (6 Marks)
- c) Describe the place of the media in contemporary society. (6 Marks)

QUESTION THREE (20 MARKS)

- a) "Public image plays a crucial role in the success and reputation of organizations" Give an explanation of it in light of this assertion. (6 Marks)
- b) The management of REC Ltd has asked you to give a presentation on the benefits of interviews in streamlining the communications process. Create a template for it. (8 Marks)
- c) Explain four public relations models that provide frameworks for comprehending and putting into

practice successful public relations strategies.

(6 Marks)

QUESTION FOUR (20 MARKS)

- a) With an aid of a diagram, illustrate the stages involved in the crisis management process.
(8 Marks)
- b) Analyze the elements to take into account while creating a media strategy.
(6 Marks)
- c) “It is impossible to overstate the value of communication in interpersonal relationships, the business, and society at large”. In light of this assertion, explain the significance of communication
(6 Marks)

QUESTION FIVE(20 MARKS)

- a) Prepare a presentation on the value of reputation management for people, businesses, and brands in contemporary organizations.
(8 Marks)
- b) Explain the typical ethical dilemmas that might result from conflicts of interest, challenges with transparency, communication sincerity, and the potential effects on stakeholders in public relations
(6 Marks)
- c) Public perception is essential to an organization's success and reputation. Examine the crucial functions that public image plays in contemporary organizations.
(6 Marks)