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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 10th December, 2019
Time: 11.00am – 1.00pm

KLC 003 - PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Read the following excerpts and answer the questions that follow.

Pepsi Syringe Fiasco Campaign

In 1993, a Seattle TV channel reported that a man and his wife in Washington had found a syringe in a can of Diet Pepsi. This was soon followed by a spate of reports that claimed that consumers had found objects such as a wood screw, a bullet, a cracked vial, and a broken sewing needle in the Diet Pepsi cans. Within no time, 52 such cases were reported from 23 states in the US.

1982 Johnson & Johnson Tylenol Cyanide Nightmare Crisis Campaign

In 1982, Tylenol, the leading pain-killer medicine in the United States at the time, faced a tremendous crisis when seven people in Chicago were reported dead after taking extra strength Tylenol capsules. It was reported that an unknown suspect/s put 65 milligrams of deadly cyanide into Tylenol capsules, 10,000 more than what is necessary to kill a human. The tampering occurred once the product reached the shelves. Tylenol previously controlled 37 percent of its market with revenue of about \$1.2m. Immediately after the cyanide poisonings, its market share was reduced to 7%.

- i) As a PR expert, explain how you would deal with the above situations (4 Marks)
- ii) In relation to any of the above situations, describe the steps of Crisis communication plan, you would take deal with the situation . (5 Marks)
- iii) Explain a crisis experienced in any organization you are familiar with and point out the measures the PR department in the organization took to correct the situation. (6 Marks)
- iv) Assess the impression management techniques that a PR expert may use to boost the image of an organization. (5 Marks)

- b) Highlight the features of opinion leaders as used in Public Relations communication. (6 Marks)
- c) Show why the publics of one organization may differ from those of another. (4 Marks)

QUESTION TWO (20 MARKS)

- a) Compare propaganda to Public relations. Give appropriate examples. (10 Marks)
- b) Critically assess the importance of Investors Relations and PR. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Differentiate between public relations and branding. (12 Marks)
- b) Explain the concept of Dark PR. Give relevant examples. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Justify the choice of In-house PR over PR agency. (12 Marks)
- b) Describe the non-media public relations tools and show how their strengths over media tools. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Justify the considerations of a PR manager in choosing a Public Relations consultancy firm. (8 Marks)
- b) The impact of social media in the society cannot be underestimated. So is in PR. Discuss. (12 Marks)