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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 9th April, 2024
Time: 11.30am – 1.30pm

KLC 003 - PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

KUJA CORPORATION

In the bustling business environment of Nairobi, Kenya, Kuja Corporation found itself entangled in a public image and relations crisis, showcasing the delicate nature of reputation management. The company, a leading player in the telecommunications sector, faced backlash following reports of a data breach that compromised the personal information of its customers. The incident triggered public outrage, leading to a rapid erosion of trust and confidence in Kuja Corporation. Recognizing the severity of the situation, the company swiftly employed a strategic approach to address the crisis and rebuild its tarnished public image. Kuja Corporation initiated transparent communication, promptly acknowledging the data breach and outlining concrete steps taken to rectify the situation. The company engaged with affected customers through various channels, offering sincere apologies and providing assurances of enhanced cybersecurity measures. To further mitigate the fallout, Kuja Corporation collaborated with reputable cybersecurity experts and regulatory bodies to conduct a thorough investigation. The findings were openly communicated to the public, reinforcing the company's commitment to transparency and accountability. Simultaneously, Kuja Corporation undertook community engagement initiatives, emphasizing its dedication to corporate social responsibility. The company sponsored cybersecurity awareness programs and partnered with local organizations to demonstrate its commitment to safeguarding customer interests. Over time, these concerted efforts contributed to a gradual restoration of public trust. Positive media coverage of the cybersecurity initiatives, coupled with a visible commitment to customer data protection, played a pivotal role in reshaping Kuja Corporation's public image. Through proactive problem-solving and a clear commitment to learning from past errors, Kuja Corporation successfully weathered the storm and regained the public's confidence.

Required:

- a) Explain the Kuja Corporation crisis and its effects on the company's relations and public image. (5 Marks)
- b) Explain the strategy plan that Kuja Corporation used to deal with the crisis in the company's public perception brought on by the data breach. (5 Marks)

- c) Assess the ways in which Kuja Corporation worked with outside parties to deal with the consequences of the data breach. (5 Marks)
- d) Explain the community outreach programmes Kuja Corporation implemented to improve its reputation. (5 Marks)
- e) Analyse how Kuja Corporation was able to win back the public's trust over time. (5 Marks)
- f) Evaluate how Kuja Corporation's public image was improved by favourable media coverage and how the business showed a dedication to growing from its errors. (5 Marks)

QUESTION TWO (20 MARKS)

- a) "Several theories and models have been established to explain and direct the practice of public relations." In light of the aforementioned statement, describe four of these. (8 Marks)
- b) Explain the Situational Crisis Communication Theory's four-step approach. (8 Marks)
- c) Examine the role that reputation management plays in improving the performance of organizations. (4 Marks)

QUESTION THREE (20 MARKS)

- a) Examine press conference benefits in relation to public relations management. (8 marks)
- b) For the purpose of organizing and carrying out communication plan. Describe the five-step model of the strategic communication process that offers a simplified structure. (6 Marks)
- c) "Building and sustaining a good relationship between an organization and the communities it serves is the key to effective community relations". Examine the community relations components revealed in the aforementioned statement. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) "The overall effectiveness of public relations efforts is enhanced when ethical principles and standards are adhered to." Explain the main advantages of ethics in PR. (8 Marks)
- b) With an aid of a diagram, analyze the steps involved in the public relations process. (8 Marks)
- c) Examine the different approaches to crisis preparedness in public relations. (4 marks)

QUESTION FIVE(20 MARKS)

- a) Describe the key professional competencies for public relations in the present day. (8 Marks)
- b) Analyze the elements that each organization should take into account while creating its public relations plan. (6 Marks)
- c) In product public relations, suggest the techniques used to introduce new products ever evolving in the global market. (6 Marks)