



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

END YEAR EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMA 411

COURSE TITLE: CRISIS COMMUNICATION

DATE: 23/5/2022

TIME: 9:00- 11:00 AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE – COMPULSORY (30 MARKS)

- a) Define crisis communication and explain at least FIVE types of crises (6marks)
- b) As a PRO, what is the importance of having a crisis management plan? (4 marks)
- c) You have been newly appointed as a Public Relations Officer of Kibabii University. Design a 3-year Crisis management and Communication strategic plan for the University (20 marks)

QUESTION TWO (20 MARKS)

- a) As a Public Relations practitioner, you need to be always prepared to handle crisis situations. Identify and explain five ways you will use to repair the reputation of your organization after crisis (10 marks)
- b) What ways has social media influenced Public relations practice (10 marks)

QUESTION THREE (20 MARKS)

- a) A crisis goes through stages and it is important that a PRO understand them to be able to deal with them effectively. Identify and explain these stages (10 marks)
- b) Explain the importance of effective crisis communication (10marks)

QUESTION FOUR (20 MARKS)

- a) Discuss some of the challenges facing crisis communication managers in Kenya (10marks)
- b) Provide a critique of relying on public relations as a tool of governance (10marks)