



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

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

### **MAIN EXAMINATION**

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

**COURSE CODE: JMA 412**

**COURSE TITLE: CORPORATE COMMUNICATION STRATEGY**

**DATE: 26<sup>TH</sup> MAY 2022**

**TIME: 9.00AM – 11.00AM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated, supported and practical answers.

**TIME: 2 Hours**

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

**KIBU** observes **ZERO** tolerance to examination cheating

## **SECTION A: COMPULSORY (30 MARKS)**

### **QUESTION ONE**

- (a) With examples define the following terms and explain how each is used to enhance corporate strategic communication in organizations
- (i) Corporate Culture
  - (ii) Corporate Reputation
  - (iii) Corporate Branding
  - (iv) Corporate Identity
  - (v) Corporate Bureaucracy (10 marks)
- (b) In details, examine the justification and the specific challenges that the following, will be used to address in a corporate organization.
- (i) A communications Policy
  - (ii) Suggestion Box
  - (iii) Community Relations
  - (iv) Government Relations
  - (v) Corporate Ethical Principles (10 marks)
- (c) Explore five corporate values that must guide an organization in its daily strategic communication involving both its internal and external publics (10 marks)

## **SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

### **QUESTION TWO (20 marks)**

- (a) Discuss the steps of organizing for a Press Conference (10 marks)
- (b) Five implications of a Press Conference as a corporate communications strategy to an upcoming organization (10 marks)

### **QUESTION THREE (20 MARKS)**

You work as a Senior Public Relations Officer in a major pharmaceutical Company based in Kenya which specializes in human medicines/drugs, with branches in Nairobi, Kisumu, Nakuru and Mombasa.

A research done by KEMRI, and the media reveals that some medicines have been found to be negatively affecting the health of its consumers- with ten patients already admitted in hospitals. Examine a crisis communication strategy that your company will come up with to come out of the seemingly huge crisis

### **QUESTION FOUR (20 MARKS)**

Basing your answers on five Corporate Social Responsibility activities/events, discuss four ways that each is used to enhance effective corporate communication strategy.

### **QUESTION FIVE (20 MARKS)**

You work for a Non-Governmental Organization based in Nairobi that deals with youth empowerment. The NGO intends to open up new branches in at least ten counties across Kenya and even launch other new projects and programmes for the youth. Your CEO tells you to organize for a Press Conference to cover the same.

- (a) Discuss the steps that you will follow to organize the Press Conference(10 marks)
- (b) Write the CEOs' speech/ Press Release for the conference( 10 marks)