



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

SPECIAL/ SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMA 412

COURSE TITLE: CORPORATE COMMUNICATION STRATEGY

DATE: 22ND NOVEMBER, 2022

TIME: 11.00AM - 1.00PM

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.

QUESTION ONE - COMULSORY (30 MARKS)

- (a) With examples define the following terms and explain how each is used to enhance corporate strategic communication in organizations: (10 marks)
- (i) Service Charter
 - (ii) Exhibition
 - (iii) Corporate Branding
 - (iv) Corporate Communication Policy
 - (v) Team Building
- (b) In details, examine what each of the following is all about and why each is important in a corporate organization: (10 marks)
- (i) Internal Publics
 - (ii) External Publics
 - (iii) A communications Policy
 - (iv) A Suggestion Box
 - (v) Corporate Ethical Principles
- (c) Explore five challenges that a newly launched corporate may face in organizing for a press conference (10 marks)

QUESTION TWO (20 MARKS)

- (a) Write a Press Release to cover the following:
- i. Launch of a new product to the market
 - ii. Change of Premises
- (b) Discuss the steps of organizing for a Press Conference for your corporate organization. (10 marks)

QUESTION THREE (20 MARKS)

You work as a Senior Public Relations Manager with Kenya Airways. Examine a crisis communication strategy that your company used to address the Pilots' Strike that lasted about four days.

QUESTION FOUR (20 MARKS)

As a communications officer with a Youth Empowerment Non- Governmental Organization, write a speech for your CEO that will be delivered during the end -of year party. The speech should focus on and highlight the key achievements of the NGO.

QUESTION FIVE (20 MARKS)

Basing your answers on five Corporate Social Responsibility activities/events, discuss four ways how each is used to project a positive image of the organization.