



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

### **MAIN EXAMINATION**

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

*[PUBLIC RELATIONS & ADVERTISEMENT OPTION]*

**COURSE CODE: JMA 411**

**COURSE TITLE: CRISIS COMMUNICATION**

**DATE: 20<sup>TH</sup> APRIL, 2023**

**TIME: 9.00 - 11.00AM**

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#### **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) Political Pundits have are accusing the *Kenya Kwanza* government for the current prolonged drought, High cost of living amongst other things. This has given the *Azimio la Umoja one Kenya* an opportunity to hit back at the government. If this continues, Kenyans will lose confidence in the government hence leading to mass action. Assume you are a *Kenya Kwanza* Communication Director, suggest communication strategies that will assure Kenyans that the government is in control and there is nothing to worry. (8 marks)
- b) Should *Azimio la Umoja one Kenya* proceed with Mass action Plans country wide, suggest ways you will communicate and manage the situation. (8 marks)
- c) Suggest ways that will restore the reputation of *Kenya Kwanza* government (7marks)
- d) As a PRO, what is the importance of having a crisis management plan? (7 marks)

### **QUESTION TWO (20 MARKS)**

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.

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

- a) Social Media has redefined the practice of Public relations in Kenya. With relevant examples, discuss. (10 marks)
- b) Explain the importance of effective crisis communication. (10 marks)

### **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. (10 marks)