



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

[PUBLIC RELATIONS AND ADVERTISING OPTION]

COURSE CODE: JMA 411

COURSE TITLE: CRISIS COMMUNICATION

DATE: 5TH DECEMBER, 2023

TIME: 9.00 - 11.00AM

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)

In August 2023, there were rumors on Social Media that West Kenya Sugar Factory was on the verge of closure in Kenya and moved to another country. This imparted negatively on key stakeholders including employees, banks, suppliers, farmers and the general public. You have been hired by the factory management as a Public Relation's consultant to manage the crisis and repair the image and reputation.

- a) Design a communication plan on how to manage the crisis. (10 marks)
- b) Suggest various ways you will use to repair the image of the company (10 marks)
- c) Provide a critique of relying on public relations as a tool of governance (10 marks)

QUESTION TWO (20 MARKS)

In this hard economic times, the government is trying to balance its budgetary allocations to make sure that at least every sector is in operation. However, for the last one year, there has been delays in the disbursement of Higher Education Loans Board loans and students have been threatening to have a countrywide protest. This will immensely affect the education sector.

- a) Design a pre-crisis plan for the Higher Education Loans Board Communication's office
- b) Design a post crisis communication program for Higher Education Loans Board, assuming the protests happened countrywide

QUESTION THREE (20 MARKS)

You have been appointed as a Public Relations Officer of Kibabii University. Design a 5-year Crisis management and Communication strategic plan for the University.

QUESTION FOUR (20 MARKS)

- a) Discuss some of the challenges facing crisis communication managers in Kenya. (10 marks)
- b) Kirk Hallahan (1999) suggested three major types of framing that can be applied under the Framing Theory to develop effective Public Relations messages. Using examples, state how these types of framing can be applied in public relations practice. (10 marks)

QUESTION FOUR (20 MARKS)

Mumias Sugar has been on its knees for the longest time. Plans are underway to revive it. You have been employed a Director of Communications. Suggest ways your will use to restore the image of the company.