



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIII, SII)

BMC 4309: CRISIS & REPUTATION MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages*

SECTION A (Compulsory)

QUESTION 1

- a) Define crisis communication. **(2 marks)**
- b) Differentiate between a prodrome and a crisis. **(2 marks)**
- c) Highlight **TWO** primary spokespersons of a company during a crisis. **(2 marks)**
- d) Explain **THREE** types of crisis in an organization. **(6 marks)**
- e) Explain **THREE** causes of a crisis. **(6 marks)**
- f) Elaborate **THREE** importances of managing problems before they develop into crisis. **(6 marks)**

- g) Explain **THREE** benefits of designing a crisis communication plan as part of crisis management. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Customers of Coca Cola Ltd have complained that one of their products causes them to have stomach aches. This problem was not addressed and developed into a crisis. Develop a crisis communication plan which outlines how this crisis will be solved. **(20 marks)**

QUESTION 3

Pandya Hospital has suffered a negative image because the public is complaining that the hospital lacks enough medicine and has a shortage of doctors. Giving relevant examples, discuss how the hospital can restore its image and public confidence using Image Restoration Theory. **(20 marks)**

QUESTION 4

TUM has launched a new course in mass communication. Using relevant examples, discuss how the University can use Press Agency Model and Two-Way Symmetric Model to relay this information to the public and get feedback. **(20 marks)**

QUESTION 5

The media plays an important role in enabling an organization maintain a positive reputation. Giving relevant examples discuss how an organization of your choice can use media to solve a crisis affecting it. **(20 marks)**