



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
(BJMC VI)

BMC 4309: CRISIS AND REPUTATION MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 the following terms as used in crisis and reputation management:
- i) Reputation **(2 marks)**
 - ii) Identity **(2 marks)**
 - iii) Mortification **(2 marks)**
 - iv) Prodrome **(2 marks)**
 - v) News release **(2 marks)**
- b) A crisis undergoes **FIVE** critical stages. Highlight these stages. **(5 marks)**

- c) The Vice Chancellor Technical University of Mombasa has invited you as a communication specialist to join the University's Crisis Management Team. The team is required to help avert the crisis created by the Engineering students. The VC wishes that the media are informed of the progress.

Required:

- i) Highlight **FIVE** other positions that are likely to be part of the Crisis Management Team. **(5 marks)**
- ii) Describe **FIVE** tools and techniques that the team can use to engage the media. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Using Benoit's Image Repair theory discuss how the Kenya Defence Forces can work on its tainted image after the Westgate attack. **(20 marks)**

QUESTION 3

A tweet warning travelers to avoid flight with number 16 has gone viral. The tweet takes cue from the missing Malaysian plane M016. Kenyans on Tweeter (KOT) are warning Kenyans to avoid Kenya Airways Flight to Amsterdam KQ116. The KQ management is worried of the falling number of travelers. You are required to advise KQ management on the crisis using the situational crisis communication theory. **(20 marks)**

QUESTION 4

Technical University of Mombasa has received 1000 first year students. Due to the influx, the students who had successfully applied for rooms using the online system cannot get the rooms. Students are now threatening to strike since the Accommodation Manager seemingly double booked them.

Required:

- a) Identify any **FIVE** prodromes that pointed out to the possibility of this crisis. **(5 marks)**
- b) What would go wrong, if the crisis is not solved. **(5 marks)**
- c) If you were the PR Manager of the University, how would you handle the crisis. **(10 marks)**

QUESTION 5

Using a recent crisis, show, how the Organizational Renewal Theory can be used to handle the crisis. **(20 marks)**