



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4309: CRISIS AND REPUTATION MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question ONE

- (a) Define a crisis (2mks)
- (b) Explain THREE types of a crisis that may affect an organization (6mks)
- (c) Explain THREE causes of a crisis (6mks)
- (d) Enumerate THREE types of audiences who are affected by crisis in a company (6mks)
- (e) Elaborate THREE responses that should not be given to the media during an interview after a crisis (6mks)
- (f) Highlight TWO key roles of a primary spokesperson of a company during a crisis (4mks)

Question TWO

Employees of Mariakani Ltd have gone on strike because the management has refused to improve the poor working conditions and increase salaries since 2012. This crisis has negatively impacted the company. Develop a crisis communication plan that explains how this crisis will be solved. (20mks)

Question THREE

The media plays an important role in enabling organizations deal with crisis affecting it. Discuss EIGHT points to consider when conducting media interviews. Give a relevant example for each. (20mks)

Question FOUR

Safaricom Limited has suffered a negative image because customers have complained about poor services and increase in mobile telephone rates. Basing your argument on Apologia theory, discuss how the company can restore its image. (20mks)

Question FIVE

Crisis communication and reputational management involves relaying information to the public, and resolving problems. Giving relevant examples, discuss how a company can use two-way symmetric model and Press Agency models to achieve these two functions (20mks)