



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 TWO functions of a crisis communication plan/ strategy (4mks)
- (c) Enumerate THREE phases of a crisis (6mks)
- (d) Highlight any THREE stages of a crisis (6mks)
- (e) Explain THREE causes of a crisis (6mks)
- (f) Explain THREE types of a crisis (6mks)

Question TWO

Kenya Ferries Company has been experiencing problems with poor management. Employees have complaining about low wages and lack of modern equipment. Basing your argument on FIVE stages of a crisis, explain how these issues can develop into a crisis. Give relevant examples. (20mks)

Question THREE

Shimba Hills National Park is experiencing a negative image because of frequent poaching of wildlife. The officials are unable to solve this problem, which has now grown into a crisis. Develop a crisis communication strategy/ plan which clearly explains how this issue can be resolved. (20mks)

Question FOUR

Elimu Kenya University is experiencing a negative reputation because of numerous complaints from students about lack of modern laboratory equipment and inadequate classrooms. Giving relevant examples, discuss how the university can restore its image using the Image Restoration Theory. (20mks)

Question FIVE

Organizations take pride in conducting their work in a transparent manner. Identify FIVE ethical values and give relevant examples that explain how each promotes transparency in a company. (20mks)