



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

BMC 4309: CRISIS & REPUTATION MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

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***
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SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
- i) Identify (2 marks)
 - ii) Image (2 marks)
 - iii) Reputation (2 marks)
 - iv) Spokesperson (2 marks)
 - v) Crisis (2 marks)
- b) Identify **THREE** functions of a Crisis Management team. (6 marks)
- c) Identify **FIVE** tools and techniques used in engaging the media during a crisis. (5 marks)

- d) i) Identify **FOUR** models associated with communication. **(4 marks)**
ii) Relate these **FOUR** models to Grunig's excellence theory. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

On 26th December 2013, Mash Bus Company, as has been routine booked passenger for night travel from Mombasa to Nairobi. On the afternoon of 26th December 2013, the Ministry of Transport and Infrastructure Development banned night travel. At about 7pm on the same day, over 400 customers jammed the Mash office to be informed of their fate. Many had booked to travel on 26th, 27th and 28th December. Management refused to talk to the customers and instead blamed the government.

Required:

- a) Identify **FIVE** critical things that would have marked prodromes for this crisis. **(5 marks)**
b) Segment all the audiences involved in this crisis. **(5 marks)**
c) In your opinion, do you think Mash Management handled the crisis effectively? Discuss your answer. **(10 marks)**

QUESTION 3

Relate how an organization can use the situational crisis communication theory to handle a crisis.

(20

marks)

QUESTION 4

In the selection of a company's spokesman, management should put in consideration source credibility. Discuss **FIVE** factors to consider when an organization seeks source credibility. **(20 marks)**

QUESTION 5

One of the stages/strategies advanced by Benoit (1994) to restore the image of an organization is mortification. Using appropriate examples relate mortification to Apologia theory of crisis management.

(20 marks)