



# 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 AND REPUTATION MANAGEMENT**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**SERIES: JULY 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) i) Define image. **(4 marks)**  
ii) Distinguish image from identity and reputation. **(6 marks)**
- b) i) Define crisis. **(1 mark)**  
ii) Identify the **FIVE** stages of a crisis. **(5 marks)**
- c) Four communication models are available to a spokesperson during a crisis. Identify and briefly describe these models. **(8 marks)**
- d) List any **SIX** tools and techniques used by a communication practitioner before, during and after crisis. **(6 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Using examples drawn from the history of organizations in Kenya, discuss your opinion of the statement that: “it takes many years to build a reputation and only minutes to destroy it”. **(20 marks)**

**QUESTION 3**

ABC Company has hired Victor Juma as its official spokesperson. The appointment is timely since the organization has been in the news for all bad reasons. Victor hopes to utilize his lessons in source credibility to restore public confidence in the company. Discuss **FIVE** factors that Victor has to consider in line with source credibility. **(20 marks)**

**QUESTION 4**

Discuss the **FIVE** stages advanced by Benoit (1994) to restore the reputation of an organization after a crisis. **(20 marks)**

**QUESTION 5**

You are the public Relations Manager at Utawala Group of Companies. The CEO has appointed you to be a member of the Crisis Management team.

**Required.**

- a) List any other **FIVE** positions that are likely to members of the team. **(5 marks)**
- b) Discuss **FIVE** things the team is likely to consider as it develops the Crisis Management Plan.