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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 15th August, 2024
Time: 8.30am – 10.30am

KLC 2203 PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

ABC COMPANY LIMITED

ABC Company limited, a prominent renewable energy provider, takes pride in its dedication to sustainability and environmental protection. The company's objective is to deliver renewable energy solutions while minimizing its carbon footprint. However, in recent months, ABC Company experienced a severe public relations disaster when a whistleblower disclosed that a subsidiary was inappropriately disposing of waste, potentially hurting the local ecosystem. ABC Company's fundamental CSR approach emphasizes environmental sustainability, community engagement, and ethical business practices. The corporation has made significant investments in renewable energy projects and actively supports a variety of community initiatives, such as educational programmes and local clean-up campaigns. ABC Company responded to the incident by promptly launching an independent investigation, promising to repair the environmental harm, and committing to more stringent oversight and compliance measures. ABC's stakeholders include customers, employees, investors, communities, and regulatory organizations.

Throughout the crisis, the organization maintained open channels of contact with all stakeholders, delivering regular updates and responding to concerns quickly. Mr Smartt, ABC's CEO, met with local community leaders and environmental groups to explain the efforts being taken to alleviate the damage and prevent similar incidents. The incident jeopardized ABC's status as a renewable energy leader. To address this, the organization took a straightforward approach, admitting fault as needed and documenting the corrective activities being done. ABC also promoted their continuous commitment to sustainability through various media outlets, emphasizing the good impact of its other programmes and activities. ABC formed a crisis management team to address the problem. This team created a thorough communication strategy that includes regular press releases, social media updates, and a FAQ area on the company's website. They also held news conferences to keep the media updated and to directly answer any questions, ensuring that the narrative remained under their control. ABC used its strong contacts with the media to ensure equal coverage of the issue.

By giving journalists with thorough information and access to company leaders, ABC ensured that its side of the story was accurately conveyed. This proactive media engagement contributed to less unfavourable publicity and a more nuanced view of the situation among the public. Throughout the crisis, ABC's public relations team displayed key skills such as excellent communication, strategic planning, and relationship management. They created clear, empathic messaging that resonated with both the public and the media, and they worked effectively with internal and external stakeholders to retain trust and confidence.

Required:

- a) Explain the immediate actions taken by GreenTech's management in response to the whistleblower's revelations. (5 Marks)
- b) Analyze how the management and employees of GreenTech managed relationships with stakeholders during the crisis. (5 Marks)
- c) Specify the steps GreenTech took to manage its reputation following the crisis. (5 Marks)
- d) Explain how GreenTech's management handled crisis communication. (5 Marks)
- e) Describe the role of media relations in GreenTech's crisis management strategy. (5 Marks)
- f) Identify the essential public relations skills that GreenTech's PR team utilized during the crisis. (5 marks)

QUESTION TWO (20 MARKS)

- a) "The role of public image in organizations is critical as it directly influences how stakeholders perceive and interact with the organization". Describe these roles. (8 Marks).
- b) Explain the differences between public relations and advertising. (6 Marks)
- c) Analyze the advantages of media relations in today's organizations. (6 Marks)

QUESTION THREE (20 MARKS)

- a) You have been asked to speak at a conference on the "necessity of crisis management". Compile the presentation's content. (8 Marks)
- b) Describe the steps involved in the public planning process. (6 Marks)
- c) Uma, an expert in public relations, has been invited to speak on "the need of corporate social responsibility in contemporary organizations." Prepare the presentation's talking points. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Using a diagram, illustrate a typical public relations department in a modern organization. (8 Marks)
- b) Explain how the situational model of communication is used in public relations. (6 Marks)
- c) Describe the differences between public relations and propaganda. (6 Marks)

QUESTION FIVE(20 MARKS)

- a) Explain ways of enhancing public relations in global business entities. (8 Marks)
- b) Examine the importance of ethical considerations in public relations. (6 Marks)
- c) As the team leader of a public relations focus group, prepare a template outlining essential guiding points emphasizing the importance of reputational management and leadership in public relations. (6 Marks)