



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1114: ISSUES & CRISIS MANAGEMENT

Date: 16TH DECEMBER 2022
Time: 8:30AM – 10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Distinguish between issues management and crisis management in public relations (4 Marks)
- b) Explain the structural functional systems theory of crisis management (2 Marks)
- c) Examine the order to be followed in preparing press statements during a crisis (6 Marks)
- d) Identify the common members of the crisis management team (4 Marks)
- e) Explain three types of crisis in public relations (6 Marks)
- f) Explain the steps in the Issue life cycle (8 Marks)

QUESTION TWO(20 MARKS)

- a) using relevant examples, explain ways in which organisations can avoid stress during a Crisis (6 Marks)
- b) Explain the five ways organizations can use to overcome crisis (8 Marks)
- c) Analyse the components of a crisis management plan (6 Marks)

QUESTION THREE(20MARKS)

- a) Justify the need for issues and crisis management in organisations organization (8 Marks)
- b) Crisis management is not an event but a process involving various activities. Describe the phases in crisis management (6 Marks)
- c) Analyse some of the reputation repair strategies that organisations can adopt during a crisis (6 Marks)

QUESTION FOUR(20 MARKS)

- a) Describe the crisis communication process that can be used in organizations to deal with crisis (8 Marks)
- b) Analyse the role of the crisis management team in the organization (6 Marks)
- c) Examine the role of employees in crisis management (6 Marks)

QUESTION FIVE(20 MARKS)

- a) Identifying an issue and figuring out if and how much it's likely to matter to an organization now and in the future demands insight that can only emerge from formal and informal research. Analyze the issues management process (6 Marks)
- b) Analyze the role of leaders in crisis management (8 Marks)
- c) Not every person should speak to the press during a crisis. Evaluate the desirable characteristics of a spokesperson (6 Marks)