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

Date: 26<sup>th</sup> July, 2022

Time: 11.30am-1.30pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE COMPULSORY (30 MARKS)**

- a) Distinguish between issues management and crisis management in public relations ( 4 marks)
- b) State 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 ( 6 marks)
- e) Explain three types of crisis in public relations ( 6 marks)
- f) Explain the steps in the Issue life cycle ( 6 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 four ways organizations can use to overcome crisis ( 8 marks)
- c) Describe the components of a crisis management plan ( 6 marks)

**QUESTION THREE ( 20 MARKS)**

- 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)