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

Date: 11<sup>th</sup> December, 2024  
Time: 2.30pm – 4.30pm

**KBA 2421 - PUBLIC RELATIONS**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

**KIMA CORPORATION**

In 2023, KIMA Corporation, a prominent player in the renewable energy sector, encountered a significant crisis when a manufacturing defect in one of its solar panel products led to multiple reported fires. This alarming incident not only jeopardized consumer safety but also cast serious doubts on the company's commitment to quality and safety. In response to this critical situation, KIMA Corporation swiftly mobilized its resources for crisis communication and reputation management. The initial response from KIMA Corporation was crucial. The company quickly issued a public statement acknowledging the issue and detailing the immediate steps taken to ensure consumer safety, which included a recall of the affected products. The communication team was activated to handle media inquiries and engage with impacted customers, aiming to control the narrative while demonstrating transparency and accountability. This proactive approach was essential in alleviating public concern and reinforcing the company's commitment to its customers. As the crisis unfolded, the reputation of KIMA Corporation was on the line. Effective reputation management necessitated a comprehensive strategy that encompassed consistent messaging across all platforms, reinforcing the company's dedication to safety and customer care.

Regular updates were provided to various stakeholders, including investors, suppliers, and community members, to maintain trust and confidence during a tumultuous period. Additionally, the company employed social media monitoring tools to assess public sentiment and address misinformation swiftly, thus safeguarding its brand image. The crisis highlighted the critical importance of stakeholder engagement. KIMA Corporation organized town hall meetings and webinars, providing a platform to discuss the crisis and listen to stakeholder concerns. This direct engagement not only helped to rebuild trust but also fostered a sense of community among stakeholders, as they felt heard and valued during such a challenging time. Additionally, the interplay between public image, human resources (HR), and psychology was evident throughout the crisis. HR played a vital role in supporting employees who were anxious about job security and the company's reputation.

Workshops were conducted to help staff navigate the crisis, emphasizing the psychological aspect of employee engagement. By cultivating a strong internal culture of openness and support, KIMA Corporation was able to translate this into more confident external communication, ultimately enhancing the company's public image. Corporate social responsibility (CSR) was also pivotal in KIMA Corporation's crisis management approach. The company had a long-standing commitment to sustainable practices and community engagement, which it emphasized during the crisis. By donating a portion of their profits from unaffected products to fire safety education programs, KIMA demonstrated its dedication to ethical practices and societal welfare. This strategic alignment with CSR not only mitigated negative publicity but also reinforced the company's ethical standing within the community, transforming a potential crisis into an opportunity for positive engagement. The crisis faced by KIMA Corporation exemplifies the interconnectedness of crisis communication, reputation management, stakeholder engagement, and corporate social responsibility. By prioritizing ethical considerations and fostering strong relationships with stakeholders, the company effectively navigated a potentially devastating situation. The challenges encountered during this crisis included managing public safety concerns, maintaining consumer trust, and protecting the company's reputation in a competitive market. KIMA Corporation engaged with its stakeholders through open communication and direct updates, while HR played a significant role in alleviating employee anxiety and ensuring cohesive internal messaging. Additionally, the company's commitment to CSR helped enhance its reputation, showcasing the importance of consistent messaging and ethical considerations during a crisis. Companies must prioritize transparency, accountability, and social responsibility, ensuring their actions align with stated values and stakeholder expectations.

### **Required**

- a) Analyze the event that triggered the crisis at KIMA Corporation in 2023. (5 Marks)
- b) Examine the initial steps taken by KIMA Corporation to address the crisis. (5 Marks)
- c) Assess how KIMA Corporation ensured effective reputation management during the crisis. (5 Marks)
- d) Evaluate the role of stakeholder engagement in KIMA Corporation's crisis response. (5 Marks)
- e) Explain how the HR department contributed to managing the crisis at KIMA Corporation. (5 Marks)
- f) Specify the actions taken by KIMA Corporation to align with corporate social responsibility (CSR) during the crisis. (5 Marks)

### **QUESTION TWO (20 MARKS)**

- a) Analyze strategies for implementing sustainable PR practices that enhance corporate responsibility, and long-term brand value. (8 Marks)
- b) Using examples, explain why public relations is essential for modern organizations. (6 Marks)
- c) With an aid of a diagram, describe the six steps involved in creating a comprehensive public relations plan. (6 Marks)

### **QUESTION THREE (20 MARKS)**

- a) As the Human Resource Manager of Kuja Company Limited, prepare a training session template on "The need for Ethics and Professionalism in Public Relations."  
(8 Marks)
- b) Analyze the benefits of effective crisis management for organizations in a globalized economy.  
(6 Marks)
- c) Describe the strategic communication process designed to enhance the quality of human resource services.  
(6 Marks)

### **QUESTION FOUR (20 MARKS)**

- a) Examine the role of media relations in effectively disseminating information during a crisis.  
(8 Marks)
- b) Assess the advantages of Corporate Social Responsibility (CSR) in a globalized economy.  
(8 Marks)
- c) Differentiate between human relations and public relations.  
(4 Marks)

### **QUESTION FIVE( 20 MARKS)**

- a) You have been asked to give a presentation on the role of theories in public relations. Prepare an outline for this presentation.  
(8 Marks)
- b) Evaluate the key principles of sustainable professional development in public relations.  
(6 Marks)
- c) Recommend strategies organizations can implement to recover from reputational damage.  
(6 Marks)