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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(MATHEMATICS AND COMPUTER SCIENCE)

Date: 20th April, 2022
Time: 8.30am –10.30am

KLC 003 - PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

UREMEX COMPANY LIMITED

In little more than a decade, Kenya's largest furniture manufacturer, Uremex, has transformed itself from a primarily Kenyan operation into the Third largest furniture company in Africa behind Kiramax and Zemax Company limited. Uremex has for long been one of the powerhouses in African and currently controls more than 40 percent of the market for furniture in the country. Uremex's domestic success has been based in large part on an obsession with efficient manufacturing and a focus on customer- service that it tops in the industry. Uremex is a leader in using information technology to match production with consumer demand. The company sells ready- made furniture that can last for as long as twenty years from the time they are made.

Uremex cannot predict with total certainty what demand will be on any given day, week or month. To better manage unpredictable demand patterns, Uremex, developed a system of seamless information technology including truck mounted global positioning systems, radio transmitters, satellites and computer hardware, that allows it to control the production and distribution of furniture like no other company can, responding quickly to unanticipated changes in demand and reducing waste in the production process. The results are lower costs and superior customer service, both differentiating factors for Uremex. The management of Uremex has also decided to put a lot effort behind their Public Relations and communication department to assist in building marketing strategies and create a solid online reputation.

Uremex ltd tremendous investment in the time and effort by staying on top of their PR strategies, has led to better returns in terms of their investment. Through the public relations department, Uremex is able to send the right messages to the right place and the right people thus creating a stronger brand reputation. The management of Uremex backs on its PR department in transforming its future and profitability. There PR department has also enabled them to give the company the ability to overcome almost all obstacles it has faced in its quest to remain profitable. Apart from having a strong PR department, the company also pays lavish attention to its distributors-some 500 in Kenya alone- who can points toward rewards for hitting sales targets.

The distributors can then convert those points into Uremex stock. Uremex is known for its marketing drives that focus on end users, the households'. Uremex's international expansion strategy was driven by a number of factors. First, the company wished to reduce its reliance on the Kenyan Furniture market, which was characterized by very volatile demand. Secondly, the company realized there was tremendous demand for furniture in many developing countries, where significant furniture was being undertaken or needed. Thirdly, the company believed that it understood the needs of furniture businesses in developing nations better than the established multinational furniture companies, all of which were from developed countries. Fourth, Uremex believed that it could create significant value by acquiring inefficient furniture companies in other markets and transferring its skills in customer service, marketing, information technology and production management to those units.

Required

- a) Justify the need for investing in a public relations department that helped in boosting the performance of Uremex Ltd. (6 marks)
- b) Specify how public relations department may have supported marketing at Uremex . (6 marks)
- c) Describe the publics of that Uremex that facilitates its growth directly or indirectly especially in its expansion process. (6 marks)
- d) Identify the benefits of public relations to the customers of Uremex company limited. (6 marks)
- e) As a public relations student, explain the benefits of social media marketing to the management of Uremex Company Limited. (6 marks)

QUESTION TWO (20 MARKS)

- a) Evaluate the positive impact of public relations on the society today. (10 marks)
- b) Analyze the company's efforts aimed at developing public relations with the government of the day. (6 marks)
- c) Identify the roles of Public Relations in Non-profit organizations. (4 marks)

QUESTION THREE (20 MARKS)

- a) Explain the essential career skills in public relations of the modern times. (8 marks)
- b) Examine the factors that should be considered when drafting a public relations strategy of any given organization. (8 marks)
- c) Propose the methods used to launch products in product public relations. (4 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the series of activities that are involved in planning of a public relations programme generally involves the following series of activities.
- b)
- c) Evaluate the steps involved in the Frank Jefkins 6-point model public relations. (6 marks)
- d) Explain the disadvantages of an internal public relations department in any given organization. (6 marks)

QUESTION FIVE (20 MARKS)

- a) Analyze the various ways of preparing for public relations crisis. (4 marks)
- b) Public relations in businesses today involve complete analysis and understanding of all the factors that influence people's attitudes towards a given company. Examine the five phases of this analysis. (10 marks)
- c) With an aid of a diagram, discuss the crisis communication dynamic model in an organization of your choice. (6 marks)