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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
(BUSINESS ADMINISTRATION)

Date: 13th December, 2022
Time: 2.30pm –4.30pm

KLC 003 - PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

PORSCHE AUTOMOBILE MANUFACTURER COMPANY

The German Porsche automobile manufacturer specializes in sports cars and a new line of all-terrain vehicles. In the mid-2000s, Porsche was recognized as a leading global brand for its consistent quality and cultural icon status with models including the 911, the Boxster, and the Cayenne. The company achieved strong financial performance cementing Porsche's market dominance through effective marketing as well as effective communication coupled with a proper public relation process. Porsche's operating profit increased from 1,204 million in 2002 to 1,832 million in 2006, representing a growth rate of 52.1%. The net profit of the company also increased to 1,368 million in 2006, an increase of 74.8% over 2005. One of the central elements of Porsche's business model is its low manufacturing depth, which means that it does not have huge centralized production plants, instead its main focus is investing in a proper corporate image and effective management practices that add value to the entire supply chain. Further Porsche, has been an innovator bringing a stream of new products and services to the market, creating value for customers as well as sustainable advantage over its competitors and sizeable returns for investors. This placed it way ahead of its direct as well as indirect competitors. Additionally, to protect its competitive advantage Porsche, created a stream of innovative ideas and products that created significant breakthrough in its functions as well as its performance.

Required

- a) Explain to the management of Porsche the components of creative work environments that build a good corporate image. (6 Marks)
- b) Successful companies understand the need for positive public relations. Specify the need for an effective public relations strategy to the management of Porsche. (6 Marks)
- c) Advise the management of Porsche on ways of improving public relations with customer service. (6 Marks)

- d) Explain the need for media relations aimed at boosting organization effectiveness. (6 Marks)
- e) You have been called upon by the management of Porsche to prepare a training programme on the “public relations code of ethics” putting in consideration the essential characteristics and qualities of an effective public relations professional. Analyze these key characteristics in reference to the case. (6 Marks).

QUESTION TWO (20 MARKS)

- a) Analyze the drawbacks of public relations consultancy in contemporary society. (10 Marks)
- b) Specify the need for public relations practitioners in media relations. (10 Marks)

QUESTION THREE (20 MARKS)

- a) With an aid of a diagram, discuss the process of public relations adopted by most organizations in Kenya. (10 Marks)
- b) Differentiate public relations activities from advertising in as used in modern organizations. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Depict how a typical organization chart of a public relations department may look like in a modern organization. (10 Marks)
- b) Describe how Public Relations may support marketing in achieving sustainable organizational development. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) With an aid of a diagram, explain the five-stage model of crisis management according to Mitroff and Pearson (1993). (10 Marks)
- b) Explain ways of launching and promoting products through public relations. (10 Marks)