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

Date: 11th December, 2024
Time: 2.30pm – 4.30pm

KLC 2203 - PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

ABC CORPORATION

ABC Corporation, a global consumer goods company, is committed to Corporate Social Responsibility (CSR) through its focus on environmental sustainability, ethical sourcing, and community engagement. Recently, the company faced a public relations crisis when reports emerged that one of its suppliers in a developing country was involved in unethical labor practices. This case highlights the company's approach to managing CSR, crisis communication, and reputation in the digital age. ABC Corporation's CSR strategy revolves around sustainability, including reducing its carbon footprint and investing in local communities. The company has a longstanding commitment to ethical sourcing, which aligns with its mission to ensure social and environmental responsibility across its supply chain. However, despite these efforts, when the scandal broke out about unethical labor practices, it posed a significant challenge to the company's reputation and put its CSR initiatives under scrutiny. Upon learning of the supplier's misconduct, ABC Corporation immediately suspended its contracts with the supplier. Recognizing the potential damage to its reputation, the company swiftly implemented a crisis management plan, focusing on transparent communication.

The CEO addressed the issue publicly, apologizing for the oversight and outlining the immediate steps being taken to rectify the situation. ABC also launched an independent investigation and promised to publish the findings. Effective crisis communication requires swift, transparent, and consistent messaging. ABC used multiple platforms, including traditional media and social media, to disseminate its messages and engage with concerned stakeholders. By being upfront about the issue, the company managed to mitigate some of the backlash and maintain public trust. In the wake of the crisis, ABC Corporation focused on rebuilding its reputation. The company reinforced its commitment to ethical business practices and CSR by increasing oversight of its supply chain and providing greater transparency in its operations. Reputation management involves not only addressing past mistakes but also demonstrating continuous improvement.

ABC's long-term strategy included strengthening relationships with advocacy groups, NGOs, and customers to restore credibility. ABC Corporation's experience underscores the importance of robust public relations planning, particularly in the age of social media. The company recognized that news spreads rapidly online, and a single incident can escalate quickly. Its PR team developed a comprehensive media relations strategy, working closely with journalists, bloggers, and social media influencers to ensure balanced coverage. Social media was instrumental in providing real-time updates and engaging directly with stakeholders, allowing the company to manage its narrative and prevent misinformation from spreading. ABC Corporation's approach to CSR, crisis management, and reputation restoration highlights the critical role of proactive public relations planning and effective media relations in today's interconnected world.

Required

- a) Explain the role of Corporate Social Responsibility (CSR) in ABC Corporation's business strategy.
(5 Marks)
- b) Evaluate how ABC Corporation addressed the crisis related to unethical labor practices by one of its suppliers.
(5 Marks)
- c) Analyze the importance of crisis communication for businesses, particularly during a public relations crisis.
(5 Marks)
- d) Explain the steps taken by ABC Corporation to manage its reputation following the crisis.
(5 Marks)
- e) Examine the effect of social media on ABC Corporation's public relations strategy.
(5 Marks)
- f) Describe the role of media relations in ABC Corporation's crisis management efforts.
(5Marks).

QUESTION TWO (20 MARKS)

- a) Analyze the elements of effective community relations.
(8 Marks).
- b) You have been invited to give a talk on the "Various Aspects of Corporate Social Responsibility" at an upcoming symposium. Prepare talking points for your presentation.
(6 Marks)
- c) Evaluate the steps organizations typically adopt to address stakeholder concerns effectively.
(6 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the measures organizations can adopt to recover from reputational damage.
(8 Marks)
- b) Evaluate the principles that guide ethical and professional behavior in public relations.
(6 Marks)
- c) Propose strategies to combat fake news and disinformation in order to improve public relations within the political landscape.
(6 Marks)

QUESTION FOUR (20 MARKS)

- a) Analyze the steps involved in the strategic communication process within public relations.
(10 Marks)
- b) As a public relations professional at ACE Company Limited, describe the benefits of cultivating media relations for modern businesses.
(5 Marks)
- c) Examine the importance of social media and a strong online presence for modern businesses.
(5 Marks)

QUESTION FIVE (20 MARKS)

- a) As a Public Relations Practitioner at Huma Company Limited, prepare a talk on the role of PR publics in businesses for an upcoming symposium.
(8 Marks)
- b) As the Public Relations and Communications Manager at XYZ Limited, explain tips for effectively handling media interviews in modern organizations to employees in your department.
(6 Marks)
- c) Explain the various public relations tools utilized by modern businesses.
(6 Marks)