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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR  
SECOND YEAR, SECOND SEMESTER EXAMINATION  
FOR THE DEGREE OF BACHELOR OF SCIENCE  
(BUSINESS ADMINISTRATION)

Date: 5<sup>th</sup> December, 2023  
Time: 11.30am –1.30pm

**KLC 003 - PUBLIC IMAGE AND RELATIONS**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

**NJIKO TECHNOLOGIES LIMITED (NTL).**

Founded in 2010, Njiko Technologies Limited is a leading technological firm based in Nairobi County. The company has a significant global footprint and is renowned for its innovative goods and services. To help develop marketing tactics and establish a strong online reputation, NTL management has also made the decision to invest heavily in their Public Relations and Communication department. However, the business encountered a serious issue at the beginning of 2023 when it became apparent that it had been a part of a data breach that disclosed private client data. The breach of data resulted in the exposure of millions of consumers' credit card details, addresses, and personal information. Significant media attention and public outcry were sparked by this announcement. Due to the public's perception of NTL as being reckless and unreliable, the company's reputation suffered greatly. Negative incidents about the incident were making print and online newspaper headlines as a result of the widespread media coverage of it. Later, Njiko Technologies Limited adopted a crisis communication plan that ensured that, all correspondence complied with the law and refrained from acknowledging any misconduct that would give rise to legal action and guaranteed that client data will be protected going forward by announcing independent audits of its security procedures.

The management launched an apology campaign to the impacted clients, which included web videos and full-page newspaper advertising with the CEO apologizing. Further, employees received training on how to handle questions from the media and complaints from customers. Consequently, NTL adopted a long-term reputation-building plan that included philanthropic endeavors, improved security procedures, and frequent reporting on security advancements after resolving the current situation. Njiko Technologies Limited was able to win back public's trust by taking a dependable and truthful stance. The actions made to strengthen data security were covered by the media, and consumers impacted by the hack were compensated. Although there was significant harm to the company's reputation, it recovered gradually because of its dedication to handling the situation and enhancing security procedures.

**Required:**

- a) Justify the need for investing in a public relations and communications department while citing how it improved Njiko Technologies Limited's performance. (6 marks)
- b) Advise the management of Njiko Technologies Limited on the need for a prompt and efficient crisis management plan. (6 Marks)
- c) Describe the NTL audiences that contributed to the network development, either directly or indirectly, while restoring its image and reputation. (6 Marks)
- d) Examine the advantages of the apology campaign programmes that the CEO of Njiko Technologies Limited started and oversaw. (6 marks)
- e) As a student of public relations, explain to the management of Njiko Technologies Limited the importance of social media marketing in their endeavor to reclaim their former glory. (6 marks)

**QUESTION TWO (20 MARKS)**

- a) Explain the modern-day professional competencies required by public relations professionals. (8 marks).
- b) Analyze the elements that each organization should take into account when creating its public relations plan. (8 marks)
- c) Describe the public relations launch strategies for products in contemporary organizations. (4 marks)

**QUESTION THREE (20 MARKS)**

- a) Evaluate the positive impact of public relations on the society today. (8 marks)
- b) With an aid of a diagram, analyze the steps involved in the public relations process. (6 marks)
- c) You have been called upon to make a presentation on the “importance of ethics in the field of public relations”. Prepare the content for the aforementioned presentation. (6 marks)

**QUESTION FOUR (20 MARKS)**

- a) Examine the different approaches to crisis public relations planning. (8 marks)
- b) In the modern business world, public image requires a thorough examination and comprehension of every aspect that shapes people's perceptions of a particular organization. Examine the five phases of this analysis. (8 marks)
- c) Explain the key reasons why stakeholder engagement is crucial in the management of public relations. (4 marks)

**QUESTION FIVE( 20 MARKS)**

- a) "The importance of communication in personal relationships, business, and society at large cannot be overstated." Explain the value of communication in the context of this assertion. (6 Marks)
- b) Prepare a presentation regarding the importance of reputation management in contemporary organizations for individuals, companies, and brands. (6 marks)
- c) You have been invited to present to ABC Corporation's management the advantages of using interviews to streamline the communications process. Design a template for it. (8 marks)