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

Date: 16th April, 2024
Time: 11.30am – 1.30pm

KBA 421 - PUBLIC RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

In September 1982, seven people in the Chicago area died after ingesting Extra-Strength Tylenol capsules laced with potassium cyanide. The crisis posed a significant threat to both public health and Johnson & Johnson's reputation. However, the company's response to the crisis is often cited as a textbook example of effective crisis management and public relations. Here's how Johnson & Johnson handled the crisis: Immediate Action: Johnson & Johnson acted swiftly, recalling 31 million bottles of Tylenol capsules from store shelves across the country. This decisive action demonstrated the company's commitment to consumer safety. Transparency and Communication: The company communicated openly with the public, media, and law enforcement agencies. CEO James Burke held press conferences, where he provided updates on the situation and assured the public that Johnson & Johnson was cooperating fully with authorities. Putting Public Safety First: Johnson & Johnson prioritized public safety over financial considerations.

The company offered refunds or exchanges for all Tylenol products, even though the tampering was limited to specific batches. This action demonstrated a commitment to consumer trust and safety. Working with Authorities: Johnson & Johnson collaborated closely with law enforcement agencies during the investigation. The company also introduced tamper-evident packaging for all over-the-counter medications, setting a new industry standard for safety. Rebuilding Trust: After the crisis, Johnson & Johnson launched an extensive marketing campaign to rebuild consumer trust in the Tylenol brand. The company introduced tamper-resistant packaging and invested heavily in advertising to reassure consumers of the safety of its products. The Tylenol Crisis is often cited as a prime example of how effective crisis management and public relations strategies can mitigate the damage to a company's reputation during a crisis. Johnson & Johnson's swift and transparent response not only protected public health but also helped to maintain trust in the company and its products over the long term.

Required:

With reference to the above case study;

- a) How should the company engage with its employees during this challenging period to ensure their morale and loyalty remain intact? (5 Marks)

- b) What proactive measures can Johnson & Johnson's Corporation implement to prevent similar crises from occurring in the future and demonstrate its commitment to prioritizing consumer safety and trust in future? (5 Marks)
- c) Explain the factors that Johnson & Johnson's considered in building the extensive campaign message to build the consumer trust (5 Marks)
- d) What role should social media play in Johnson & Johnson's Corporation's crisis management efforts, and how can the company leverage social media platforms to its advantage? (5 Marks)
- e) How should the company navigate potential legal ramifications and regulatory scrutiny resulting from the security flaw in its product? (5 Marks)
- f) What key performance indicators (KPIs) should Johnson's & Johnson's Corporation monitor to gauge the effectiveness of its public relations efforts in addressing the crisis and rebuilding trust with stakeholders? (5 Marks)

QUESTION TWO (20 MARKS)

- a) Briefly discuss the public relation tools that the KRA can use to enhance its image amongst the tax payers in Kenya (8 Marks)
- b) Demonstrate the relationship between corporate social responsibility and public relation in government affairs (6 Marks)
- c) Mention any two theories of public relations that provide a framework for understanding in the society and organizations (6 Marks)

QUESTION THREE (20 MARKS)

- a) There are many crises that impact an organization reputation, operations and planning discuss the three types of crises. (8 Marks)
- b) Communication is an essential aspect of public relations but there are various barriers that can impede effective communication between organizations and their stakeholders discuss the barriers in detail (8 Marks)
- c) Public relations writing plays a crucial role in shaping public perception, maintaining a positive image, and achieving communication objectives. List its key aspects (4 Marks)

QUESTION FOUR (20 MARKS)

- a) Suggest key aspects of corporate social responsibility (8 Marks)
- b) Reputation management is crucial for organizations because it directly impacts their brand image, customer loyalty, and overall success .Discuss. (8 Marks)
- c) Public relations professionals face numerous ethical issues on a regular basis list four main ethical issues in a business organization (4 Marks)

QUESTION FIVE(20 MARKS)

- a) Assessing the effectiveness of Public relations campaigns involves using various methods and tools to measure the impact of your communication efforts, discuss these methods (8 Marks)
- b) Outline the legal issues related to public relations as the firm interacts with the public (6 Marks)
- c) Emerging trends and issues in the field of public relations can present both challenges and opportunities for organizations, mention the measures that they can adopt to ensure that public relations strategies remain relevant (6 Marks)