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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 8th December, 2022
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)

APPLE'S CHANGE OF NAME

A good company name has a lot of power, despite the fact that Apple's 2008 name change may not seem significant at first. It not only promotes the company's reputation but also makes important business operations, such as increased sales, possible. The business changed its name from Apple Computer to Apple, after all. Apple has changed its brand identity from a company that produced desktops and laptops to a company that is a pioneer in interactive technology in a ready and thriving high-tech space, thanks to their decision to drop "Computer" from their name. In order to transform business inputs, this called for more strategic measures made up of knowledge, tools, and techniques. Apple is now well-known for a variety of products, including the iPhone and its successful online music store, iTunes. The business strategy of the company has done the same. Even as overall profits increased from 2007 to 2013, Apple's revenue from computers fell from 42% to just 13%. In order for them to revamp their public relations and communications efforts and stay competitive among them, urgent business interventions were required. Major media stations also collaborated on a number of projects, and there were active benchmarking initiatives to further boost sustainable competitive advantage. Apple is now more competitive both domestically and internationally thanks to a change in the direction of innovation.

Required

- a) Explain the need to a well-established public relations department to boost apples corporate image. (6 Marks)
- b) Summarize the need for proper and efficient communication channels aimed at maintaining sustainable competitive advantage at apple. (6 Marks)
- c) Explain how public relations department may have reinforced marketing activities at apple. (6 Marks)
- d) Identify the publics that may have expedited apple's growth directly or indirectly particularly in its expansion process. (6 Marks)
- e) Analyze the benefits of public relations to the customers of apple. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Analyze the various types of images witnessed in organizations today. (10 Marks)
- b) Evaluate the benefits of public relations to the employees in modern organizations. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Examine the steps involved in the crisis communication process. (10 marks)
- b) Explain the possible reasons as to why organizations may reach out to the media. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe the systems approach to management that is aimed at enhancing organizational effectiveness in public relations. (10 Marks)
- b) Describe the steps involved in the management of stakeholders at the workplace. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain the benefits of effective management of public relations affairs to the government of the day. (10 Marks)
- b) Analyze skills that public relations managers should possess in order to perform their roles effectively. (10 Marks)