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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
(COMPUTER SCIENCE)

Date: 26th July, 2022
Time: 11.30am – 1.30pm

KLC 003 - PUBLIC IMAGE AND RELATION

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

SMART FINANCIALS, THE PAWNING COMPANY

The pawning industry remains relatively misheard by a considerable number of people globally but SMART Financials is working to change the perception. This campaign leverages the media to share business stories and build relationships, showcasing SMART Financials' positive impact on the community. As a result, SMART Financial has opened 50 stores in two years and changed the communities' prior perception of the pawn industry. SMART Financials has grown rapidly and the managing director had to share its impressive growth. As one of the most successful leaders in the industry, Joseph knew that changing the public perception of the pawn industry would help attract the best employees to his stores across Eastern Africa, which in turn, would attract the best customers. With better customers, they would enjoy an increase in sales and attract investors to acquire, integrate, and improve more stores. This campaign began by giving Monica a voice in Mombasa, Kenya. She became part of Kenya one, a group of powerful leaders in the community who give their opinion on newsworthy topics, which established her as a trusted thought leader. Next, the campaign developed relevant, newsworthy ideas to share with the national industry media and local media in all cities where SMART Financials' stores were located. This media attention helped dismiss major misconceptions about the pawn industry and increase awareness about SMART Financials' positive impact on local neighborhoods. Through this campaign, SMART Financials achieved a series of accomplishments:

- i) Grew from 0 to 50 stores in two years
- ii) Changed the public's perception of the pawn industry in communities where SMART Financial had local stores and operations
- iii) The campaign generated 250 news articles in less than two years.
- iv) The campaign created nearly 150 million potential impressions and over 40,000 shares on social media.

Required:

- a) Identify the public relations skills that the management of SMART Financials may have adopted in their campaign. (6 marks)
- b) Advise the management of SMART Financials on ways of developing public relations with the customers so as to sustain and boost organizational capability. (6 marks)
- c) Explain a six steps process of stakeholder management that can facilitate the retainment and enhancement of the duly created image to the management of SMART Financials. (6 marks)
- d) Summarize ways in which public relations initiatives may have added value to the campaign run by the management of SMART Financials. (6 marks)
- e) Explain the elements that the management of SMART Financials needs to adopt for further improvement as well as future campaigns which are aimed at increasing its customer base. (6 marks)

QUESTION TWO (20 MARKS)

- a) With an aid of a diagram, analyze Mitroff (1994) five stage model of crisis management. (10 marks)
- b) Examine the diversity of public relations work in modern organizations. (6 marks)
- c) Describe the benefits of public relations to suppliers and middlemen in contemporary society. (4 marks)

QUESTION THREE (20 MARKS)

- a) Summarize the best practices for initial crisis response according to Timothy Coombs (2007). (10 marks)
- b) Evaluate the various types of images witnessed in modern organizations. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the benefits of public relations to the government in any given economy. (8 marks)
- b) Evaluate the functions of a public relations department in a modern organization. (8 marks)
- c) Specify the possible reasons an organization may reach out to the media (4 marks)

QUESTION FIVE (20 MARKS)

- a) Examine the five steps in creating an effective public relations strategy. (10 marks)
- b) With an aid of a diagram, describe the stages involved in the crisis communication process in present day organizations. (10 marks)