



CAMPUS: ONLINE CAMPUS

SEMESTER: JANUARY APRIL 2022

COURSE TITLE: CRISIS COMMUNICATION AND MEDIA RELATIONS

COURSE CODE: PRC 302

LECTURER: JULIET MWANGI

INSTRUCTIONS: SECTION A IS COMPULSORY. ANSWER ANY THREE QUESTIONS FROM SECTION B.

SECTION A

Question 1

1a. Using an appropriate example for each, differentiate between the following terms

- i. Apologia and apology (2marks)
- ii. Proactive and reactive public relations (2marks)
- b. Demonstrate two values of crisis communication and management (2marks)
- c. Describe the meaning of stakeholder activism in relation to crisis. (2 marks)
- d. Discuss two competencies of crisis management leaders. (2marks)

SECTION B

Answer any three questions.

Question 2

You are the crisis manager and there is a crisis situation affecting your organization.

- i. Briefly describe the type of crisis (1 mark)
- ii. Describe two KEY target publics affected by the crisis in (i) above (1mark)
- iii. Describe two strategies you would use to respond to the crisis in (i) above (2 marks)
- iv. Discuss four features you would include in the Crisis Communication Plan (2 marks)

- v. Describe two ways you would reach other stakeholders affected by the crisis. (2marks)
- vi. Discuss two ways you would evaluate crisis performance. (2marks)

Question 3

- a) Using examples discuss two theories of crisis communication (6 marks)
- b) The list of potential crises for organizations is extremely long. While crises possess different characteristics, they tend to cluster into identifiable types. Discuss any four types of crisis (4marks)

Question 4

- a) Crisis communication via news media can determine the outcome of a crisis. Using examples to support your answer, discuss the Stages of a Crisis in the News Media (6 marks)
- b) Discuss two benefits of using multiple communication channels for crisis communication and management. (4 marks)

Question 5

- a) Collecting and analysing information on crisis requires the use of scientific methods. Discuss how you would use content analysis for analyzing crisis information. (5 marks)
- b) Explain two reasons for evaluating the effectiveness of the threat reduction (5marks)