



CAMPUS: ROYSAMBU CAMPUS

SEMESTER: JANUARY APRIL 2023

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 (COMPULSORY)

Question 1

- 1a. Using an example explain the relationship between crisis and public opinion (2marks)
- b. Leadership in crisis is very important. Describe any two roles of leaders in crisis management. (2marks)
- c. Using an example of a crisis, discuss the following theories as used in crisis communication:
- i. Apologia theory (3marks)
- ii Image Restoration Theory. (3marks)

SECTION B

ANSWER ANY THREE QUESTIONS.

Question 2

- a. You work as a PR practitioner for a **real estate institution**, and have been asked by the PR manager to prepare a crisis communication plan. Explain to him/her three components to include in the plan. (6 marks)
- b. Discuss two ways on how risk management at an oil refinery can help prevent crisis. (4 marks)

Question 3

- a. You are the PR officer of XYZ organization and you are leaving work on Friday evening when you get a call from a journalist purporting that there are deaths associated with some of the products from your organization. Discuss three ways you would communicate with the journalist, in response to the accusations.
(6marks)
- b. Your organization is trending on social media platforms, for all the wrong reasons. Explain any two social media etiquette you would adhere to in such a scenario.
(4marks)

Question 4

- a. Covid 19 was a global crisis. The former CS in charge of the health ministry was tasked with communicating and managing the crisis. Discuss three crisis response strategies that he used, during, and after the covid 19 period. (6 marks)
- b. Explain two reasons for communicating with lawyers during a crisis. (4 marks)

Question 5

- a. Every crisis comes to an end, but the work of the crisis management team doesn't end there. Using the August 7th 1998 bomb blast as a case example, discuss any two post crisis concerns that have been used in the case. (5 marks)
- b. Collecting and analysing information on crisis involves a series of processes. Discuss two ways on how you would use content analysis for analyzing crisis information.
(5 marks)