



COURSE UNIT CODE: PRC 302

COURSE TITLE: CRISIS COMMUNICATION AND RELATIONS

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SECTION A (COMPULSORY)

Question 1

The company you work for is facing a public relations crisis after a product recall due to safety concerns. As their Public Relations consultant, explain the five stages of crisis communication plan for your company to handle this.

(10 marks)

SECTION B

ANSWER ANY THREE QUESTIONS.

Question 2

Imagine a popular food manufacturing company has been accused of distributing contaminated products that have caused health issues for several consumers. The issue quickly escalates, with widespread media coverage and social media backlash from concerned customers and the general public. The company's communication team needs to manage the crisis to protect the brand's reputation, reassure the public, and address the concerns while coordinating with media outlets to ensure accurate information reaches consumers.

a. Describe three ways that media monitoring and media content analysis can help organizations during crisis communication and management. **(3 marks)**

b. Illustrate the interrelationship between the three proactive crisis management functions. **(3 marks)**

c. Providing relevant examples, explain two ways how effective media relations can help shape public perception and disseminate accurate information for organizations facing crises. **(4 marks)**

Question 3

a. Every crisis comes to an end, but the work of the crisis management team doesn't end there. Using the Embakasi gas plant explosion as a case example, discuss any two post-crisis concerns that have been used in the case. **(5 marks)**

b. Explain one challenge and its possible solution that is associated with managing social media during crises. **(5marks)**

Question 4

The prevalence of HIV/AIDS in Kenya is an ongoing health crisis in Kenya. Despite efforts to combat the disease, HIV/AIDS continues to affect a significant portion of the population, with particular prevalence among certain demographics and regions. Assuming you are the crisis management team dealing with this issue,

a. Identify four probable publics impacted by the crisis mentioned above. **(2marks)**

b. Analyze two strategies for communicating with the affected publics. **(4marks)**

c. Explain two tactics related to the strategies named in 'b' above. **(4marks)**

Question 5

a. Evaluate any two ethical dilemmas that organizations may face during crisis communication and management. **(5marks)**

b. Assess the impact of organizational culture on crisis communication and provide examples of organizational cultures that have either facilitated **OR** hindered effective crisis communication and management. **(5 marks)**