



Inspiring Innovation and Leadership

KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, SECOND SEMESTER EXAMINATIONS
2024/2025 ACADEMIC YEAR

FOR THE DEGREE:

**BACHELOR OF SCIENCE IN COMMUNICATION
AND PUBLIC RELATIONS**

COURSE CODE: CCM 410

COURSE TITLE: CRISIS COMMUNICATION

DATE: 25/04/2025

TIME: 12.00PM – 2.00 PM

INSTRUCTIONS TO CANDIDATES

See Inside

CCM 410: CRISIS COMMUNICATION

Instructions: Answer FOUR questions, question ONE is compulsory

1. Read the case study below and answer the questions that follow:

Joel is the Public Relations Manager of Bidii Motor Vehicle Company that deals in newly assembled motor vehicles in the country. The company has been doing good business in the country especially owing to their international reputation for manufacturing vehicles that are suitable for all segments of the market. But in the last one month, the company has been receiving negative publicity for some reasons. Some of the company's vehicles have been said to have a faulty braking system prompting the company to recall those brands from the market. As a result, the brand manager and his/her marketing counterpart for Africa resigned in a huff.

- a) Discuss five ways in which the crisis is likely to have affected the company. (10 marks)
 - b) Advise Joel on five communication strategies he could have used during the crisis to save the face of his company. (10 marks)
 - c) 'Not all crises are bad.' Justify this statement and advise Joel on how he could use the crisis to the advantage of the organization. (5 marks)
2. a) Using examples, discuss five types of crises that any organization should prepare for. (5 marks)
- b) The crisis in the case above is likely to have gone through certain stages. Identify five of those stages, explaining what happens in each stage. (10 marks)
3. a) Assuming that you have been hired as a PR consultant for Tasty Food Manufacturing Company. Explain to the management five preparations they should make in anticipation for a crisis. (10 marks)
- b) Identify and explain five types of mass media that Tasty Company management could use to minimize the damage caused by the crisis. (5 marks)
4. a) Giving five examples, discuss what happens in the post-crisis stage in an organization. (10 marks)
- b) No matter how carefully you have prepared and responded to a crisis, some of your publics may not react the way you would expect. Explain what you would do to change this perception. (5 marks)

5. a) The crisis communication plan can be broken into a number of components. Highlight five of those components. (10 marks)
- b) “Media monitoring is very important during a crisis in an organization.” Justify this statement and explain how media monitoring is done. (5 marks)
- 6.a) Discuss five components of a media kit for crisis communication that an organization’s PR manager should always have. (10 marks)
- b) “Some crises can be good while others can be bad for the organization depending on how they are managed.” Justify this statement giving relevant examples. (5 marks)