



*Inspiring Innovation and Leadership*

**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**FOURTH YEAR, SECOND SEMESTER EXAMINATIONS**  
**2023/2024 ACADEMIC YEAR**

**FOR THE DEGREE OF:**  
**BACHELOR OF SCIENCE IN COMMUNICATION**  
**AND PUBLIC RELATIONS**

**COURSE CODE: CCM 410**

**COURSE TITLE: CRISIS COMMUNICATION**

**DATE: 23<sup>RD</sup> APRIL, 2024**

**TIME: 9.00 AM-11.00AM**

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**INSTRUCTIONS TO CANDIDATES**

**SEE INSIDE**

## **CCM 410: CRISIS COMMUNICATION**

**Answer FOUR questions, question ONE is compulsory**

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

Paul works at Maono Company as the Corporate Communications Officer. Maono is a leading company in electronics manufacturing in Kenya and it has a wide market both locally and regionally. But in the last one month, the company has been receiving negative publicity because some of its gadgets have been found to be faulty. This has affected its market in a big way as most of the customers have shifted to competitor products. Maono management has therefore decided to suspend operations for some time as a way of forestalling an escalation of the crisis. This would allow them time to deal with the crisis.

- a) The crisis has already occurred but its damage can be controlled. Explain to the management of Maono five ways in which they could handle the crisis at this point. (10marks)
  - b) Advise Paul on five communication strategies he could have used during the crisis to control the damage. (10 marks)
  - c) “Paul could use the crisis to the advantage of the organization.” Discuss (5marks)
2. a) How would you categorize the crisis in the above case? Using examples, give another four types of crises. (5marks)
- b) Identify five stages of a crisis and explain what happens in each stage. (10marks)
3. a) You have been hired as a PR consultant for Express Media Company which has been recovering from a protracted labour unrest. Explain to the management five measures they could have taken to handle the crisis beforehand. (10marks)
- b) Identify and explain five types of mass media that Express Media Company management could use for communication to minimize the damage caused by the crisis. (5marks)
4. a) Discuss five parts of a media kit that a PR manager should always have for the purposes of crisis communication. (10marks)
- b) “Communication is an art and as such not everybody can handle a crisis in an organization.” Justify this statement. (5marks)
5. a) As a PR expert, elaborate on any five components that you would have in your communication plan to reduce the impact of a crisis in your organization. (10 marks)
- b) Describe how you would break the crisis communication plan into five elements. (5marks)

6. a) Giving five examples, discuss what happens in the post-crisis stage in an organization. (10marks)

b) No matter how carefully you have prepared and responded for a crisis, some of your publics may not react as would expect. Explain what you would do to change your publics' perception. (5marks)