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UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION

[PUBLIC RELATIONS AND ADVERTISING OPTION]

COURSE CODE: JMA 412

COURSE TITLE: CORPORATE COMMUNICATION STRATEGY

DATE: 13TH NOVEMBER, 2023

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated, supported and practical answers.

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

- (a) With examples define the following terms and explain how each is used to enhance corporate strategic communication in organizations: (10 marks)
- | | |
|---------------------------|---------------------------|
| (i) Corporate Culture | (iv) Corporate Identity |
| (ii) Corporate Reputation | (v) Corporate Work Ethics |
| (iii) Corporate Branding | |
- (b) In details, examine the justification and the specific challenges that the following, will be used to address in a corporate organization: (10 marks)
- | | |
|-----------------------------|-------------------------------|
| (i) A communications Policy | (iv) Government Relations |
| (ii) Suggestion Box | (v) Corporate Service Charter |
| (iii) Community Relations | |
- (c) Explore five challenges an organization may face in its daily strategic communication involving both its internal and external publics. (10 marks)

QUESTION TWO (20 MARKS)

- (a) Discuss the steps of organizing for a Press Conference. (5 marks)
- (b) Explain five advantages that a Press Release may have over a Press Conference.
- (c) Examine five advantages of a corporate Communications Policy to a newly established organization. (10 marks)

QUESTION THREE (20 MARKS)

You work as a Senior Public Relations Officer in one of the leading detergents Companies based in Kenya which specializes in the production of washing detergents, with branches in Nairobi, Kisumu, Nakuru and Mombasa.

A research done by KEMRI, and the media reveals that a recently introduced detergent which was launched into the market last month, has been found to be negatively affecting the health of its consumers- with ten patients already admitted in hospitals.

Examine a crisis communication strategy that your company will come up with to come out of the seemingly huge crisis

QUESTION FOUR (20 MARKS)

Basing your answers on five Corporate Social Responsibility activities/events, discuss four ways that each is used to enhance effective corporate communication strategy.

QUESTION FIVE (20 MARKS)

You work for a Non-Governmental Organization based in Nairobi that deals with youth empowerment. The NGO intends to open up new branches in at least ten counties across Kenya and even launch other new projects and programmes for the youth. Your CEO tells you to organize for a Press Conference to cover the same.

- (a) Discuss the steps that you will follow to organize the Press Conference. (10 marks)
- (b) Write the CEOs' speech/ Press Release for the conference. (10 marks)