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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

(PUBLIC RELATIONS & ADVERTISING)

COURSE CODE: JMA 412

COURSE TITLE: CORPORATE COMMUNICATION STRATEGY

DATE: 17TH APRIL, 2023

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE – COMPULSORY (30 MARKS)

As a Public Relation manager at Kibabii University explain the importance of managing the following as a way of enhancing effective corporate communication that will benefit the institution:

- a) media relations
- b) corporate advertising
- c) internal communications
- d) investor relations
- e) government relations

QUESTION TWO (20 MARKS)

Discuss the historical development and theoretical underpinnings of corporate communication.

QUESTION THREE (20 MARKS)

Giving examples discuss the nature and importance of corporate social responsibility as a corporate communication activity.

QUESTION FOUR (20 MARKS)

Explain the nature and process of crisis communication.

QUESTION FIVE (20 MARKS)

Explain the importance of corporate communication in the development of strong and positive organizational identity, image and reputation.