



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF EDUCATION ARTS WITH INFORMATION
TECHNOLOGY**

MAIN CAMPUS

**AEN 319: CRISIS COMMUNICATION AND LANGUAGE IN PUBLIC
RELATIONS**

Date: 5th December, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. Read the scenario presented below and answer the questions that follow

A major pharmaceutical company recalls a product that has proven to have adverse side effects. Relentless media attention reveals that the company had known for years about scientific studies that questioned those side effects

- a) Use a two-step process to assess the reputational threat of the crisis above and determine its basic type.
 - b) Discuss the crisis management strategy you would employ to handle the scenario presented above
 - c) Which reputation repair strategy best suits the situation presented above? (30Mks)
2. Discuss the dos and don'ts of handling media interviews during a crisis. (20Mks)
 3. A) Explain the key components of a crisis management plan (10Mks)
B) Discuss initial crisis response best practices.(10Mks)
 4. Based on Attribution Theory- list any five Crisis Communication Best Practices (20Mks)
 5. A) Distinguish public relations from crisis communication.
B) Use illustrations to discuss the three related threats a crisis can cause on an organization, its stakeholders and the industry.(20Mks)