



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL
SCIENCES

DEPARTMENT OF HUMANITIES

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR
OF LINGUISTICS AND COMMUNICATION STUDIES

CLM 204 – CRISIS COMMUNICATION

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Differentiate between issues management and crisis management. (8 marks)
- b) Outline six characteristics of a designated spokesperson in crisis communication. (6 marks)
- c) Explain three key foundations of reputation. (6 marks)
- d) Expound on five types of crisis that Murang'a University of Technology can face. (10 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Elaborate five content found in a press kit during crisis communication. (10 marks)
- b) Analyse five strategies that a crisis communicator can use to build trust and credibility. (10 marks)

QUESTION THREE (20 MARKS)

- a) Assess how a crisis communication practitioner can confront rumours on social media. (8 marks)
- b) Using a well-illustrated diagram, describe crisis management life cycle. (12 marks)

QUESTION FOUR (20 MARKS)

Elaborate using examples the below elements found in situational crisis communication theory.

- a) Crisis situation (6 marks)
- b) Crisis response strategies (8 marks)
- c) Matching process (6 marks)