



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR THIRD YEAR FIRST SEMESTER SCHOOL OF ARTS & SOCIAL SCIENCES**

**COURSE CODE: LAC 3103**

**COURSE TITLE: LANGUAGE & PUBLIC**

**RELATIONS STRATEGIES & TECHNIQUES**

**DATE: 4<sup>TH</sup> DECEMBER 2018**

**TIME: 1100 - 1300 HRS**

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### **INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **TWO** questions

## QUESTION ONE

You are the Public Relations of Maasai Mara Steel. The company was named “Polluter of the Month” by the county government which was followed by negative publicity. The CEO is concerned about the adverse effects the publicity may have on the company in future and requests you to develop a comprehensive corporate communication plan.

- i. Describe the type of research you will use for the communication plan. **[4 Marks]**
- ii. Draft a broad goal for your communication plan. **[ 3 Marks]**
- iii. Identify four key publics for your plan. **[4 Marks]**
- iv. Select one of the publics and write an objective for your communication plan. **[3 Marks]**
- v. Write two strategies for the publics identified and explain how you will work towards your objective. **[6 Marks]**
- vi. Write your message for the publics identified. **[ 3 Marks]**
- vii. Identify three tactics you will use to carry out your strategies. **[3 Marks]**
- viii. Explain how you intend to carry out the evaluation of your communication plan. **[4 Marks]**

## QUESTION TWO

Using appropriate illustrations from the corporate world, explain the conflict management cycle of public relations. **[ 20 Marks]**

### **QUESTION THREE**

You have been employed as the Communication Manager of Maasai Mara University. Explain five proactive public relation strategies if well executed that are likely to enhance the University's reputation. **[20 Marks]**

### **QUESTION FOUR**

Discuss the role of language in the execution of public relations strategies and techniques in the following areas:

- i. Issue management
- ii. Risk communication
- iii. Crisis communication
- iv. Reputation management

**[20 Marks]**

### **QUESTION FIVE**

You are the public relations manager of a soft drink company. The media reported that a man found a syringe inside a can of the soft drink. As the news spread, men and women across the country made similar claims of finding a broken sewing needle, a crew, a bullet and even narcotics in their cans. As a consequence, the demands for a recall of your products begin. Discuss five reactive public relations strategies you will employ to deal with the situation.

**[20 Marks]**

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