Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

BAC 4104: ISSUES IN CRISIS COMMUNICATION

SPECIAL EXAMINATION

Date: 15th May 2026 **Time: 09:00-11:00**

Instructions

i) Answer question one and any other two questions in the answer booklet provided.

ii) Be sure to write your arguments accurately using grammatically correct language.

iii) Poor expression of thought and language will be penalised by the deduction of up to 5 marks from the overall score.

QUESTION ONE (30 MARKS) – COMPULSORY

1. A leading food processing company in Kenya faces a major public relations crisis after reports emerge that several of its products may have been contaminated, leading to consumer illness. Social media outrage spreads rapidly, supermarkets begin removing products from shelves, and public trust declines sharply. As the company's communication consultant, explain how effective crisis communication can be used to manage the situation, protect reputation, and restore stakeholder confidence. **(10 marks)**
2. **Write notes on any 2 theories of crisis communication (20 marks)**

QUESTION TWO (15 MARKS)

a) Why is the idea of "controlling" a narrative during a digital-age crisis often a fallacy? Discuss THREE reasons. **(9 marks)**

b) In the modern media landscape, what is a more realistic and effective goal than "control"? Explain this goal and suggest TWO strategies to achieve it. **(6 marks)**

QUESTION THREE (15 MARKS)

i) Define the term *stakeholder salience* and explain its importance in crisis communication planning. **(6 marks)**

ii) Using a Siwaka building crisis of your choice, create the crisis scenario, then use Mendelow's Stakeholder Matrix to identify, place, and explain at least four key stakeholder groups based on their power and interest. **(9 marks)**

QUESTION FOUR (15 MARKS)

i) Identify and explain FIVE image restoration strategies a company can employ to get back to business quickly. **(5 marks)**

ii) For each strategy, discuss a likely challenge in the implementation process and the mitigation strategies the company can use. **(10 marks)**