



SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 4104 ISSUES AND CRISIS MANAGEMENT

Date: 9th October 2023

Time: 10:30-12:30

Instructions

1. Answer Four questions
2. Question **one** is compulsory.
3. Answer **three** other questions

QUESTION ONE (30 marks)

Members of a church in Kenya seeking healing from their cult leader, ended up disappearing not to be seen again alive by their family members. A search by the security team led to the discovery of mass graves in a forest used for prayers and rituals by their cult leader, where over 250 bodies were recovered, in what was dubbed “Shakahola massacre”. This situation drew a lot of criticism to the government security agencies on their laxity.

Assume that you have been tasked to advise the Minister responsible for internal security on how to handle the crisis, prepare a crisis management brief on what should be done in the following areas:

- i. Media management
- ii. Stakeholder Management
- iii. Digital Media Management
- iv. Crisis management
- v. Crisis communication

QUESTION TWO (10 marks)

- a) Identify one hypothetical situation in Kenya or a country of your choice that may require a risk communication approach. **(2 marks)**
- b) Indicate four steps you will undertake in preparing a risk communication programme to mitigate against the situation. **(8 marks)**

QUESTION THREE (10 marks)

Evaluate how management of a social media crisis is different from other crises.

QUESTION FOUR (10 marks)

Explain five pitfalls you need to watch out for when dealing with the media in times of a crisis.

QUESTION FIVE (10 marks)

Describe the relationship between issues management, risk communication and crisis management & communication