

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF MASTERS IN JOURNALISM AND
MASS COMMUNICATION**

**MJAC 830: CORPORATE COMMUNICATION AND PUBLIC RELATIONS
MANAGEMENT**

STREAMS: MJAC PT/SB

TIME: 3 HOURS

DAY/DATE: THURSDAY 08/04/2021

8.30 A.M. – 11.30 P.M.

INSTRUCTIONS

- *Answer any three questions*
 - *Do not write on the question paper*
 - *All questions carry 20 marks each*
1. While clearly distinguishing Corporate Communication from Public Relations, discuss the emergence of Corporate communication and its practice in corporate bodies.
 2. A business organization has hired you as a communication expert on account of its declining performance and diminishing image. What approach would you employ with reference to tested theories and models of communication?
 3. Corporate Social Responsibility comes out of ten as a gesture of “we care”, yet often times it is not. Discuss.
 4. Management of Corporate Communication is not without its unique challenges. Discuss these challenges with reference to
 - (a) Perception
 - (b) Structure

5. The practice of Corporate Communication continues to be haunted by ethical challenges, just like its predecessor, PR. With demonstratable examples, discuss the scenario in Kenya while suggesting viable solutions.
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