

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF  
DOCTOR OF PHILOSOPHY IN MASS COMMUNICATION**

**JAMC 930: CORPORATE COMMUNICATION AND PUBLIC RELATIONS  
MANAGEMENT**

**STREAMS: (PART TIME)**

**TIME: 2 HOURS**

**DAY/DATE : TUESDAY 5 /10/ 2021**

**2.30 PM – 5.30 PM**

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**INSTRUCTIONS TO CANDIDATES:**

- Answer Any Three Questions
- DO NOT WRITE ANYTHING on the question paper.

**QUESTION ONE**

- a) Using examples of Kenyan organizations you know well, discuss the practice of corporate communication in the digital media environment. [10 Marks]
- b) Using appropriate examples, describe two forms of data collected during research in corporate communication. [6 Marks]
- c) Explain one data analysis technique used in corporate communication. [4 Marks]

**QUESTION TWO**

Describe five principles of effective stakeholder management and communication.[20 Marks]

**QUESTION THREE**

Compare and contrast any two Kenyan organizations' corporate identity, branding and corporate reputation. [20 Marks]

**QUESTION FOUR**

With reference to appropriate illustrations of organizations from different parts of the world, discuss any two crisis communication strategies and their outcomes. [20 Marks]

**QUESTION FIVE**

Citing relevant Kenyan examples, discuss community relations as an important component of public relations management. [20 Marks]

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