

CMM 107



OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

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# UNIVERSITY EXAMINATIONS

## 2021/2022 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER MAIN/REGULAR EXAMINATION

**FOR THE BACHELOR OF SCIENCE IN COMMUNICATION  
AND PUBLIC RELATIONS**

**COURSE CODE: CMM 107**

**COURSE TITLE: INTRODUCTION TO CORPORATE RELATIONS**

**DATE: 31<sup>ST</sup> MAY, 2022**

**TIME: 2:00PM – 5:00PM**

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 2 PRINTED PAGES

PLEASE TURN OVER

MAIN /REGULAR

**INSTRUCTIONS TO CANDIDATES**

- i. Answer three questions. Question one is compulsory
- ii. Do not write on the question paper

**Question One**

a) Corporate communication is a management function. Elaborate  
*It drives all the activities of an org, advising*  
(6 Marks)

b) "Communication is the Engine of corporate relation" Define both corporate communication and Public relations.  
(6 Marks)

c) Explain FIVE functions of corporate communication in an organization.  
*1. managerial  
elaborated ideas of  
comm. Pritioner*  
(10 Marks)

d) Using examples differentiate between corporate image and corporate identity.  
*Picture*  
*Popularity of the org*  
(8 Marks)

**Question Two**

a) Corporate Social Responsibility (CSR) has today become a key pillar of corporate relations and stakeholder management. Explain the five stages of corporate responsibility when faced with a crisis  
(10 Marks)

b) Corporate citizenship involves the social responsibility of businesses. Expound on the five stages of corporate citizenship.  
(10 Marks)

### Question Three

- a) In the recent past, organizations have been faced by employee dissatisfaction on their wages and treatment from the management. As a public Relation Officer, advice the management on how they can improve employee relations (10marks).
- b) In the light of the changing technological advancements, discuss how it has influenced corporate relations (10 marks)

### Question Four \*

“It takes months and even years to find a loyal customer and only seconds to lose one”.

- a) Explain FIVE factors that can lead to high customer turnover in an organization (10 Marks)
- b) Describe the process of wining back a customer in the process of service recovery. (10 Marks)

### Question Five ✎

Crisis is one of the most critical phases in an organization. A poor handled crisis can ruin organizations reputation. With the organizations reputation in mind,

- a) Explain FIVE factors to bear in mind when communicating during a crisis (10 Marks)

b) Outline the challenges that both communicators and employees face during crisis. (10 Marks)

\*\*\*\*\* **End** \*\*\*\*\*