



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
POSTGRADUATE DIPLOMA IN PUBLIC RELATIONS
CORPORATE IMAGE AND REPUTATION MANAGEMENT
IJM 7105

Final Examination Paper

October 2016

This examination paper consists of 3 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: none
Examiner's Name: Mr David Makacha

INSTRUCTIONS

1. Answer any four (4) questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalized.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6	25

QUESTION 1

“It is axiomatic in public relations that ‘you can’t pour perfume on a skunk.’ Stated another way, performance must precede publicity,” (Seitel, 2011: 5-6). Evaluate the validity of this statement in corporate image and reputation management. Support your arguments with relevant examples. **(25 marks)**

QUESTION 2

Identify a local company/organisation/institution that has suffered image or reputation damage. Devise a strategy that you would use to restore or repair its image. In your answer, briefly explain the nature of the company’s image and reputation problems. **(25 marks)**

QUESTION 3

With the use of relevant examples, explain what is meant by the following terms:

- a) Corporate Image **(5 marks)**
- b) Corporate brand **(5 marks)**
- c) Corporate Identity **(5 marks)**
- d) Lobbying **(5 marks)**
- e) Corporate governance **(5 marks)**

Total [25 marks]

QUESTION 4

- a). Outline the image repair/ restoration theory (Benoit, 1995). **(10 marks)**
- b). Discuss how the theory helps public relations practitioners involved in image and reputation management to deal with crises. **(15 marks)**

Total [25 marks]

QUESTION 5

Imagine you have been employed as social media manager for a local company. Your first task is to present a social media image and reputation management to the leadership of the company. Draft a proposal that you would submit on how you will manage the online image and reputation of the company. In your draft, clearly outline the objectives, the expected crises, the monitoring tools that you will use and the key words that you will monitor. You can select a company of your choice, to illustrate your answer. **(25 marks)**

QUESTION 6

“The Ingredients of reputation are all salient characteristics of a firm, while reputation itself conceived hypothetical, is neither directly observable nor measurable” (Caruana and Chircop, 2000:43).

With this statement in mind, assess at least one methodology that scholars have proposed to measure reputation. **(25 marks)**