



PAN AFRICA CHRISTIAN UNIVERSITY

**DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
END OF SEMESTER EXAMS**

**COURSE CODE: PRC 402: COURSE UNIT: MANAGEMENT FUNCTION OF
PUBLIC RELATIONS**

QUESTION ONE: 10 MARKS

a) Explain how the following terms relate to Public Relations Management:

- i. Management. **(2mks)**
- ii. Campaigns. **(2mks)**
- iii. Special event. **(2mks)**

b) Assess four reasons making small and medium enterprises (SMEs) difficult to run in Kenya.

(4mks)

QUESTION TWO: 10 MARKS

You have attended a workshop. During the tea break, you meet the Quality Assurance Officer of Kenyatta National Hospital (KNH) who after networking with, realizes that you are a Communication expert. She tells you the nature of her work which involves Crisis Management. After further probing, you realize that she does not know what to do in the occurrence of a major crisis. Explain to her **FIVE** reasons why any Organization requires a Crisis Management Plan (CMP).

QUESTION THREE: 10 MARKS

Explain five reasons that would make client and public relations agency relationships not work. **(10 mks)**

QUESTION FOUR: 10 MARKS

Metropolitan SACCO is looking to hire a corporate communications manager. They have invited you for an interview.

- a) List two skills that would be required of you as a manager **(2mks)**
- b) Highlight four management functions that you will explain during the interview **(4mks)**
- c) Describe any two ways that you can lead a management revolution in an organization **(4mks)**

QUESTION FIVE: 10 MARKS

Describe five digital media that are available for a Public Relations practitioner and how they benefit them in the course of their work. **(10mks)**