



Pan Africa
Christian University

CAMPUS: ROYSAMBU CAMPUS

SEMESTER: SEPTEMBER DECEMBER 2024

COURSE TITLE: MANAGEMENT FUNCTION OF PUBLIC RELATIONS

COURSE CODE: PRC 402

LECTURER: JULIET MWANGI

INSTRUCTIONS: SECTION A IS COMPULSORY. ANSWER ANY THREE QUESTIONS FROM SECTION B.

SECTION A

QUESTION ONE- COMPULSORY

- a. Using the State House – Kenya as an example of an organization, describe three principles of management used and their application in public relations. (6 marks).
- b. You work as a public relations practitioner for a university. The university implemented a fee policy that requires students to make full fee payment by the second week of each new semester. Describe two measures that you would take to manage the potential issue. (4 marks).

SECTION B. ANSWER ANY THREE QUESTIONS.

QUESTION TWO

A manufacturing company is considering outsourcing its production to a foreign country to reduce costs. Discuss any four potential risks associated with this decision and suggest a risk communications approach for each identified risk.

(10 marks)

QUESTION THREE

- a. A popular influencer makes a negative statement about your brand, leading to a backlash from your customer base. Sales have dropped, and the brand's reputation is suffering. Evaluate two strategies you would use to repair and manage the reputation of your

organization.

(6 marks).

b. Discuss two benefits of research in the management function of public relations. (4 marks).

QUESTION FOUR

Your organization is going through a merger, which has created uncertainty and anxiety among employees. Morale is low, and there is a risk of losing key talent. Justify **five** channels of communication that would be appropriate to address employees concerns and keep them informed about the mergers progress. (10 marks).

QUESTION FIVE

a. The event planning process encompasses several pivotal stages that are interlinked. Discuss how these stages are interconnected. (4 marks)

b. Your organization is under media scrutiny for a recent decision that may be unpopular with the public. Several journalists have requested interviews, and some are publishing negative articles. Justify three strategies you would employ to manage media relations and ensure balanced media coverage. (6 marks).