



Pan Africa
Christian University

CAMPUS: ONLINE

END OF SEMESTER EXAM: SEPTEMBER – DECEMBER 2025

COURSE TITLE: MANAGEMENT FUNCTION OF PR

COURSE CODE: PRC 402

LECTURER: JULIET MWANGI

TIME: 3 HOURS

TOTAL: 40%

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

SECTION A(COMPULSORY) 10 MARKS

- 1a. Public Relations is considered a management function. Describe how this definition differs from the simpler view of PR as merely a tactical, publicity-focused role. (4 marks)
- b. Explain three core strategic shifts that distinguish digital media content management from simply posting content online. (6 marks)

SECTION B

ANSWER ANY THREE QUESTIONS 10 MARKS EACH

- 2a. You work as the internal communications manager in your organization. Demonstrate two ways to keep the employees well informed on company news and updates. (6marks)
- b. Explain two reasons why issues management is important in public relations management. (4marks)
3. Evaluate the way in which any local or international organization employed public relations management to overcome a major crisis, and include two tactics used and their

outcomes.

(10marks)

4. A long-standing corporate partner has publicly accused your organization of not upholding your shared commitment to corporate social responsibility. This public accusation is creating negative media coverage and damaging your reputation.

Applying the stages of the conflict management lifecycle, outline the key actions your public relations team should take to navigate this situation and work toward resolving the conflict.

(10 marks)

5. The most important function of a modern PR manager is not to create press releases and newsletters, but to provide strategic counsel to the organization's dominant stakeholders. Justify the above statement by referencing the managerial and strategic themes of public relations.

(10 marks)