



COURSE UNIT CODE: PRC 402

COURSE TITLE: MANAGEMENT FUNCTIONS OF PUBLIC RELATIONS

END OF SEMESTER EXAMINATION SEP – DEC 2022

COURSE LECTURER – Ms. ELIZABETH THIGA

Question One

You are the Communications Manager at the Ministry of Health. After conducting research, you have identified several areas that need a communication plan to address urgent health issues. Discuss any five factors you would consider when designing a communication plan for your stakeholders and your publics **(10 marks)**

Question Two

As the Managing Director at Voice Communication Consultancy, you specialize in advising organizations on which type of public relations manager to engage in different situations. Client Y is seeking your advice on which type of manager to engage for their dilemma. Explain the four types of PR managers to client Y, and provide scenarios where they would solve the problem **(10 marks)**

Question Three

You have been invited to PAC University to give a career talk to students with a special focus on the challenges aspiring managers may face in the industry. Discuss any five challenges that would be in your presentation **(10 marks)**

Question Four

Sweet Melon is a soft drink company that aims to launch in the Kenyan market. This therefore calls for strategic planning and execution in their communication activities.

- a) Differentiate between strategy and tactics while giving an example of each in relation to the above situation **(2 marks)**
- b) The above launch will require well-thought-out tactics and strategy. Discuss any four factors you will keep in mind when developing the same for this activity **(8 marks)**

Question Five

Research has been identified as a vital function of the PR manager's role. As the Communications manager at Election Kenya, you were required to create the pre-election

campaign to influence and encourage voter turn out on the election day, which did not succeed. Demonstrate using five key points why your department needs more funds to evaluate what went wrong. **(10 marks)**