

DCO 303-COMMUNICATION FOR PROJECT MANAGEMENT

ROYSAMBU-ONLINE

Instructions: QUESTION ONE is compulsory. Answer any THREE QUESTIONS thereafter

QUESTION ONE

Pac University has employed you to help in ensuring that its community radio is operational. As a communication expert working with the PACU Community Radio Manager, demonstrate your understanding of how you will help your boss navigate through any FIVE of the nine project management knowledge areas. (10 marks)

QUESTION TWO

Risk and Crisis Communication are an integral part of communication for project management and should be inculcated as part of the overall management strategy. Crisis communication is an integral part of a communication expert strategy. Using hypothetical examples of an organization and a crisis construct a crisis communication plan using the Ten Steps to Crisis Communication Matrix. (10 marks)

QUESTION THREE

PAC University Community Radio has scheduled you as its communication expert to carry out a presentation to financiers and donors on its upcoming radio station. The brief at your desk is to make an appeal for resources to facilitate the purchase of broadcast equipment. Use grounded examples for this project to illustrate the steps you will follow to prepare for your presentation. (10 marks)

QUESTION FOUR

Using a hypothetical example of a project, examine any FIVE components of a Project Management Information System. (10 marks)

QUESTION FIVE

PAC University Community Radio is ready for launch. The final step is to ensure the local community and the world know that there is a new radio station on air. Construct a press release for immediate release to media outlets to announce this new development for the university. (10 marks)