

PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION, LANGUAGES & LINGUISTICS
PRC 302: CRISIS COMMUNICATION AND MEDIA RELATIONS
MAY 2020 Semester

ROYSAMBU: EVENING

Instructions: Section A is a compulsory question. Section B has FOUR questions, answer any THREE questions.

1. a) Explain why communications is a critical function in crisis management. **(2 marks)**
b) As a crisis communication manager describe four critical audiences that you would target for crisis communications in your organization. **(8 marks)**

SECTION B: Answer any THREE questions

2. From what you have learnt, discuss two theories presented in this course that are most relevant to understanding crises you are likely to face while working in organizations? **(10 marks)**
3. a. Using relevant examples identify any **FIVE** potential sources of information that exist during the response and recovery phases. **(5 marks)**
b. Explain any positives or negatives that may be associated with each of the potential sources in question 3(a) above. **(5 marks)**
4. Describe the importance of each of the **FIVE** critical assumptions upon which the foundation of an effective communications strategy is built. **(10marks)**
5. Discuss the **FIVE** key steps that a crisis communications manager needs to take to reduce the impact of negative media attention to his/her organization? **(10 marks)**