

ASSESSMENT # 10**Total Marks: 30**

- 1.** Give short answers for the following questions: (24)
 - i. What is Issues Management?
 - ii. What are the four functions of issues management as identified by Heath?
 - iii. Define the term 'tipping point'
 - iv. Outline the roles and responsibilities of an issues manager.
 - v. Define the term 'Public sphere'
 - vi. Define the term, 'Public Affairs'

- 2.** Discuss the role and responsibilities of an issue manager in an industry. (6)