

- 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)