



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM1253 Crisis Public Relations**
 Trimester & Year : January – April 2019
 Lecturer/Examiner : Ms Alicia Loo
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (80 marks) : EIGHT (8) structured questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
 - PART B (20 marks) : ONE (1) essay question. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including the cover page)

PART A : EIGHT (8) STRUCTURED QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer ALL questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Identify **SEVEN (7)** types of crisis. List a real-life example for each type. (14 marks)

Question 2

Many large organisations stumble when faced with a crisis. Briefly explain **FIVE (5)** organisational barriers to a successful crisis resolution as highlighted by Roger Bridgeman. (10 marks)

Question 3

Explain **FIVE (5)** types of training to prepare a crisis management team for handling a crisis. (10 marks)

Question 4

The goal of crisis prevention is to avoid a crisis. Explain **FIVE (5)** stages of crisis prevention. (10 marks)

Question 5

The internet has opened up possibilities for faster feedback and more effective crisis management. However, the internet also carries risks. Explain **FIVE (5)** risks of using new media as a crisis management tool. (10 marks)

Question 6

Identifying the key publics is an important element of a crisis management plan. Explain **FOUR (4)** groups of publics. Provide an example for each group. (8 marks)

Question 7

On 24th March, 1989 Exxon Valdez Oil Spill became one of the world's most devastating human-caused environmental disaster. Explain **FIVE (5)** errors Exxon had done in handling the crisis. (10 marks)

Question 8

You are the Corporate Affairs Manager at ABC International School. On 18 February 2019, at 2.30PM, a fire broke out at the East Block of the school and 4 students were injured. The fire had been successfully extinguished after 10 minutes. Write a holding statement to indicate to the media that you are taking the crisis seriously. Include **THREE (3)** actions that had been taken by your school.

(8 marks)

END OF PART A

PART B : ONE (1) ESSAY QUESTIONS (20 MARKS)

INSTRUCTION(S) : Answer the one question given. Write your answers in the Answer Booklet(s) provided.

Question 1

Benoit proposed Image Repair Theory (IRT) by combining elements from apologia and interpersonal communication. Explain **FIVE (5)** IRT strategies that can be used to restore an organisation's reputation after a crisis. (20 marks)

END OF EXAM