



**FACULTY OF LIBERAL ARTS
SCHOOL OF COMMUNICATION & MEDIA ARTS**

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student Name : _____

Subject Code & Name : **DPR 3301 CORPORATE CRISIS MANAGEMENT**
Semester & Year : May – August 2017
Lecturer/Examiner : Steven K C Poh
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of two (2) parts:

PART A (80 marks) : SEVEN (7) structured questions. Answers are to be written on the Answer Booklet provided.

PART B (20 marks) : ONE (1) essay question. Answer is to be written on the Answer Booklet provided.

2. Candidates are not allowed to bring any unauthorised 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 of Hospitality regards cheating as a very serious academic 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 of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A : Structured Questions (80 marks)

INSTRUCTION(S) : Answer ALL seven (7) structured questions. Write your answers on the Answer Booklet provided.

1. Training the spokesperson is an essential part of a crisis communication plan, with audience analysis being a common part of the training process. What is audience analysis? Explain the three (3) elements of audience analysis. (15 marks)
2. Define “crisis” as understood from a public relations’ perspective and provide at least five (5) examples of a crisis. (10 marks)
3. Corporate crisis managers are often confronted by ethical dilemmas. List and briefly explain four (4) of these dilemmas. (10 marks)
4. What is the “Apologia Theory”? Briefly explain the three (3) strategies that can be used in corporate crisis management based on this theory. (15 marks)
5. Corporate crisis managers are trained to handle a crisis situation in order to achieve certain corporate recovery objectives. List five (5) recovery objectives that are common across different organisations. (10 marks)
6. Explain the “Decision Theory” in the context of corporate crisis management. Also explain why the concept of satisficing in the decision theory is a more appropriate approach to corporate crisis management. (10 marks)
7. The advent (arrival) of social media poses many challenges to corporate crisis managers. Name two (2) social media challenges and briefly explain each one in relation to crisis communication. (10 marks)

END OF PART A

PART B : ESSAY QUESTION (20 marks)

INSTRUCTION(S) : There is ONE (1) essay question with two (2) parts. Write your answer on the Answer Booklet(s) provided.

Question 1

Question 1 (a)

Can a company / organisation really plan for a crisis? Discuss the how and why this must be done in light of today's instantaneous communication systems and network.

(10 marks)

Question 1 (b)

Discuss also some of the scenarios management should be planning for in the event of a crisis.

(10 marks)

END OF EXAM PAPER