



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 : May - August 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 = 3 (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. State a real-life example for each type. (14 marks)

Question 2

Explain **FIVE (5)** stages of a crisis. (10 marks)

Question 3

Situational crisis communication theory (SCCT) is an audience-centered theory which is based on evidence. Explain **TEN (10)** strategies of SCCT by stating how a public relations manager would react based on each strategy. (10 marks)

Question 4

Explain **THREE (3)** types of objective set by an organisation for the purpose of crisis management. (6 marks)

Question 5

Identifying a crisis implies understanding its dimensions. Explain **THREE (3)** dimensions of a crisis. (9 marks)

Question 6

Journalists tend to ask difficult questions during an interview. A spokesperson needs to be able to identify them and address them accordingly. Explain **SIX (6)** types of difficult question. (12 marks)

Question 7

Seven people died in the Tylenol drug-tampering case in Chicago in 1982. At the time, James Burke, CEO of Johnson & Johnson's (the manufacturer of Tylenol) took actions that were highly praised in the field of crisis management. Explain **FIVE (5)** actions that Burke did right with the crisis. (10 marks)

Question 8

ABC Mall is a 5-storey mall in Kuala Lumpur. A lift in ABC Mall experienced a free fall on 21 May 2019, at 2PM. Two secondary school students who were in the lift were injured in the incident. You are the Corporate Affairs Manager of ABC Mall. Write a holding statement. Include **FOUR (4)** actions taken by the management. (9 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

A crisis management plan contains the information that will be needed by an organisation in the event a crisis occurs. Identify **FOUR (4)** key elements in a crisis management plan and discuss them. (20 marks)

END OF EXAM