



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL ASSESSMENT

Course Code & Name : COM2424 CRISIS COMMUNICATION MANAGEMENT

Semester & Year : May – August 2020

Lecturer/Examiner : Ms Alicia Loo

PART A : SEVEN (7) STRUCTURED QUESTIONS (66 MARKS)
INSTRUCTION : Answer ALL questions.

QUESTION 1

Explain Mitroff's **FIVE (5)** stages of crisis management. (10 marks)

QUESTION 2

Explain **FOUR (4)** disciplines that have contributed to defining and better understanding of crisis management. (8 marks)

QUESTION 3

Explain **FIVE (5)** types of training in crisis management. (10 marks)

QUESTION 4

Explain **THREE (3)** types of objective set by an organisation for the purpose of crisis management. Provide **ONE (1)** example for each type. (9 marks)

QUESTION 5

Blogs are good for public relations purposes, to provide accurate information for persons seeking information about your organization. Explain **FOUR (4)** types of blogs. (8 marks)

QUESTION 6

Rumours can do damage to an organisation and put a company out of business. Identify **FOUR (4)** types of rumours. Provide a real-life example for each. (12 marks)

QUESTION 7

Social media plays an important role in the Myanmar Rohingya crisis. Identify **THREE (3)** parties that have been using social media platforms in the development of this crisis. Explain how they utilize the platforms. (9 marks)

PART B : TWO (2) ESSAY QUESTIONS (34 MARKS)
INSTRUCTION : Answer ALL questions.

QUESTION 1

Situational crisis communication theory (SCCT) is an audience-centred 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. (20 marks)

QUESTION 2

Read the case study below and answer the following questions.

United Express Flight 3411 Crisis

The United Express Flight 3411, scheduled to fly from Chicago O'Hare International Airport to Louisville on April 9, 2017, was fully-boarded. However, four additional deadheading crew members needed to get on the flight to travel to the destination. Managers offered travel vouchers worth \$1000 to passengers to vacate their seats, but of the passengers accepted. The airline then selected four passengers for involuntary removal from the flight. Three passengers agreed to leave the flight, and David Dao was selected to be fourth. Dao refused to give up his seat. Chicago Department of Aviation Security Officers were called and they forcibly removed Dao. He sustained a broken nose and lost two teeth as he was dragged off the flight. Video of the incident recorded by passengers went viral on social media, resulting in anger over the violent incident.

- (a) How should United Express respond to the crisis? Write a message (not longer than 250 words) to be delivered by the spokesperson. (10 marks)
- (b) Suggest **TWO (2)** ways how United Express could have better solved the issue of seat shortage in the case study above. (4 marks)

(END OF EXAM)