



**FACULTY OF ARTS & EDUCATION
BACHELOR OF COMMUNICATION (HONS)**

FINAL EXAMINATION

Student ID (in Figures) :

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Student Name : _____

Subject Code & Name : **COM 2424 CRISIS COMMUNICATION MANAGEMENT**
Semester & Year : September – December 2023
Lecturer/Examiner : Steven K C Poh
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

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

- PART A (50 marks) : FIVE (5) short-answer questions. Answers are to be written on the Answer Booklet provided.**
PART B (50 marks) : THREE (3) essay questions. Answers are 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 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.

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

PART A : SHORT-ANSWER QUESTIONS (50 marks)

INSTRUCTION (S) : Answer all **FIVE (5)** short-answer questions. Write your answers on the Answer Booklet provided.

1. Define “crisis” as understood from a public relations’ perspective and provide at least **Five (5)** examples of a crisis.
(10 marks)

2. Crisis communication managers are often confronted by ethical dilemmas. List and briefly explain **Four (4)** of these dilemmas.
(10 marks)

3. Explain the “Decision Theory” in the context of crisis communication management. Also explain why the concept of *satisficing* in the decision theory is a more appropriate approach to crisis communication management.
(10 marks)

4. The 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 management.
(10 marks)

5. Crisis communication 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)

END OF PART A

PART B

: ESSAY QUESTIONS (50 marks)

INSTRUCTION (S)

: Answer all **THREE (3)** essay questions. Write your answers on the Answer Booklet provided.

- 1 (a) Can a company / organisation really plan for a crisis? Discuss the hows and whys this must be done in light of today's instantaneous communication systems and network. (10 marks)
- 1 (b) Discuss some of the scenarios management should be planning for in the event of a crisis. (10 marks)
2. 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)
3. What is the "Apologia Theory"? Briefly explain **THREE (3)** strategies that can be used in corporate crisis management based on this theory. (15 marks)

END OF PAPER