



SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION AND BACHELOR OF ARTS IN
INTERNATIONAL STUDIES
END OF SEMESTER EXAMINATION
BAC 4101: Issues and Crisis Management

Date: Tuesday 17th November 2020

Time: 09:30 – 11:30

Instructions

1. This examination consists of **Four** questions.
2. Answer **ALL** questions in **SECTION A** and any other **TWO** in **SECTION B**.

SECTION A

SECTION A (Each question contains 2 marks)

(30 MARKS)

- i) Which of the following is a true statement?
 - A. Use the same social media channels as your customers to handle a crisis.
 - B. As much as possible, actively engage stakeholders on social media during a crisis.
 - C. Organizations should wait to have all facts before acknowledging an issue.
 - D. All of the above
 - E. None of the above

- ii) Media attitude towards a crisis often ranges from hostile to sympathetic:
 - A. True
 - B. False

- iii) The public relations practitioner is the main and most active driving force behind issues management.
 - A. True
 - B. False

- iv) Crisis management deals more proactively with situations as compared to issues management.
 - A. True
 - B. False

- v) Which of the following is a very important point of focus for a media spokesperson?
 - A. Financial consequences
 - B. People affected by the crisis
 - C. Damage to the environment
 - D. All of the above

- vi) During a crisis, a media spokesperson can assign blame to one of the senior company managers who is knowledgeable about the facts of the crisis.
 - A. True
 - B. False

- vii) The early potential stage of an issue is the most critical as this is the stage where an issue captures significant public attention.
 - A. True
 - B. False

- viii) The legal consequences for an organization can often be far more damaging as compared to the long-term consequences for an organization's reputation due to a crisis.
 - A. True
 - B. False

- ix) Expressing regret for what has happened is tantamount to an organization admitting liability.
 - A. True
 - B. False

- x) Who of the following would be the most ideal member of the crisis management team?
 - A. The ideas person who constantly gives new ideas and solutions
 - B. The communicator who helps information flow within and outside the team
 - C. The humanist, who focuses on human aspects of the problem
 - D. All of the above

- xi) Reporters who often gather or telephone organizations to cover a crisis usually already have plenty of facts at hand, and they often do this to verify the story and get additional information.
 - A. True
 - B. False

- xii) When handling a crisis, it is critical to have as many senior company executives as possible present during a press conference in order to adequately represent the organization.
 - A. True
 - B. False

- xiii) During a crisis, television interviews should always be arranged after a press conference in order to rectify errors made during the press conference.
 - A. True
 - B. False

- xiv) Which of the following best describes a spontaneous crisis?
 - A. A serious accident
 - B. An earthquake
 - C. Financial crisis
 - D. None of the above

- xv) The best way to handle a crisis is to manage it.
 - A. True
 - B. False

SECTION B

QUESTION 16

(20 MARKS)

Due to the covid19 pandemic, several events businesses are struggling to stay afloat. Use the 7 steps of issue management, design a program that will assist events businesses to navigate the current unpredictable market.

QUESTION 17

(20 MARKS)

- (a) Explain 4 challenges that public relations practitioners face in a social media crisis (8 marks)
- (b) Using practical examples and illustrations, discuss how your government has applied used the following crisis communication strategies to disseminate the Covid19 information to the public (12 marks):
 - i) Rebuilding strategy
 - ii) Bolster strategy
 - iii) Deny strategy
 - iv) Diminish strategy

QUESTION 18

(20 MARKS)

Prepare a 2020/2021 Crisis Management Plan for the Strathmore University School of Humanities and Social Sciences office (you may refer to the class crisis management template as a guide).