

**FINAL EXAMINATION****DIPLOMA IN CORPORATE COMMUNICATION**

COURSE	: CRISIS MANAGEMENT AND COMMUNICATION
COURSE CODE	: COC2043
DURATION	: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
: PART B (1 question)
2. Answer ALL questions from PART A and PART B in Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An answer booklet
4. Do not bring any material into examination hall.
5. Please write your answer using permanent ink.

MYKAD/ PASSPORT NO : _____

ID. NO. : _____

LECTURER : _____

SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 4 printed pages including the front page.

PART A: SHORT STRUCTURED

Instruction: Answer the questions below.

1. A Non-Physical Damage Crisis occurs when an organization suffers significant harm without damage to buildings, equipment, or personnel. The effects are seen in reputation, trust, relationships, finances, and credibility, rather than physical damage. These crises are often harder to manage because their impact is emotional, perceptual, and psychological. Explain crisis types below and provide an example to support your answers.

a. Market shift (5 marks)

b. Negative public perception (5 marks)

(Total: 10 marks)

2. The crisis management process is a step-by-step approach that an organization prepares for, responds to, and recovers from a crisis. Explain the factors below and provide an example to support answer.

a. Pre – crisis stage (5 marks)

b. Post – crisis stage (5 marks)

(Total: 10 marks)

3. Contributing organizational functions refers to key internal roles or departments within an organization that play a vital part in preventing, preparing for, and managing crises. These functions help detect early warning signs, assess risks, and build strong relationships that can support the organization during crisis. Explain the key functions below and provide example for each role.

a. Stakeholder relationship (5 marks)

b. Issue management (5 marks)

(Total: 10 marks)

4. Risk management is not about eliminating all risk. It is about identifying, evaluating, prioritizing, and controlling risk before it turns into crisis. Explain the characteristics below and provide an example to support the answer.

a. Cost – risk (5 marks)

b. Technical (5 marks)

(Total: 10 marks)

(TOTAL: 40 MARKS)

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PART B: LONG STRUCTURED

Instruction: Answer the question below.

1. A crisis management spokesperson is an organization's official representative who communicates with the public, media, and stakeholders during a crisis. The spokesperson becomes the organization's single, trusted voice, ensuring that information supplied is accurate, consistent, and regulated. Explain the characteristics of the spokesperson below. Provide relevant example to support your answer.

a. Spokesperson training (10 marks)

b. Spokesperson element (10 marks)

(TOTAL: 20 MARKS)

(TOTAL MARKS: 60 MARKS)

END OF QUESTION PAPER