

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION****COURSE : CRISIS COMMUNICATION****COURSE CODE : COC3043****DURATION : 3 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 the 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 the 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 3 printed pages including the front page*

PART A: SHORT ESSAY

Instruction: Answer ALL questions.

1. A crisis is a critical situation that can damage an organization's reputation and stakeholder relationships if not managed through effective communication and timely decision-making. Explain **THREE (3)** methods used to identify a crisis that has the potential to affect an organization. Support your answers with relevant examples.
(15 marks)
2. The pre-crisis stage refers to the phase before a crisis occurs, during which organizations identify potential risks, monitor warning signs, and prepare strategies to prevent or minimize the impact of a possible crisis. Explain **THREE (3)** key activities involve during pre-crisis stage and provide example to support your answers.
(15 marks)
3. SCCT explains how organizations should select appropriate crisis response strategies based on the type of crisis and the level of responsibility attributed to the organization by stakeholders. Explain **THREE (3)** elements of SCCT.
(15 marks)
4. Post crisis evaluation is a process of reflecting on how a crisis was managed to identify what worked, what didn't, and how to improve future responses. Explain **THREE (3)** crisis impacts evaluated by the organisation.
(15 marks)

(TOTAL: 60 MARKS)

PART B: LONG ESSAY

Instruction: Answer the question.

"A manufacturing company is facing a product safety crisis after multiple customers reported injuries allegedly caused by one of its products. These incidents were shared widely on social media platforms, where photos, videos, and personal accounts from affected customers quickly gained public attention. As a result, the issue has attracted media coverage, raised concerns among regulatory authorities, and caused growing public distrust toward the company.

The rapid spread of information online has intensified negative public perception, with stakeholders questioning the company's commitment to consumer safety, transparency, and accountability. Employees, customers, business partners, and the general public are demanding a clear explanation and immediate action from the organization."

1. As a Crisis Communication Officer, you are responsible for managing the situation effectively in order to protect the organization's reputation and maintain stakeholder trust. Based on the situation described above, illustrate a Crisis Communication Plan that can be implemented by the organization. Your answer should clearly outline the **THREE (3)** relevant stages of crisis management.

(20 marks)

(TOTAL: 20 MARKS)

(TOTAL :80 MARKS)

END OF QUESTION PAPER

