

**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 the perception of an unpredictable event that threatens important expectancies of stakeholders and can seriously impact an organization's performance and generate negative outcomes. Explain **THREE (3)** key aspects of crisis and provide example to support your answers.
(15 marks)
2. A crisis refers to a critical situation that poses a serious threat to an organization and demands prompt and appropriate action. Explain **THREE (3)** stages of crisis process and provide example to support your answers.
(15 marks)
3. Apologia Theory explains how individuals or organizations defend themselves through communication when they are accused of wrongdoing, mistakes, or unethical behavior. It focuses on self-defensive discourse aimed at restoring reputation and legitimacy. Explain **THREE (3)** purposes of Apologia Theory.
(15 marks)
4. Post-crisis evaluation is the systematic review of how an organisation handled a crisis after it has ended. Explain **THREE (3)** types of information collected after crisis and during evaluation.
(15 marks)

(TOTAL: 60 MARKS)

PART B: LONG ESSAY**Instruction: Answer the question.**

"An organization is experiencing a major crisis following an unexpected incident that has disrupted its normal operations. The issue quickly gained widespread media coverage and became a trending topic on social media, resulting in public criticism and reputational damage. Customers, employees, regulators, and the general public are demanding transparency, accountability, and timely responses from the organization.

The organization must respond quickly and strategically to manage the crisis and restore stakeholder confidence".

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

