

- 1.** Give short answers for the following questions: (18)
- i. Why is an effective crisis management important for an organisation?
 - ii. What are the eight different types of crisis as pointed out by Lerbinger?
 - iii. 'Communication is very important during crises.' Discuss this
 - iv. What are possible causes of a crisis?
 - v. What is crisis audit about?
 - vi. What is the 5c model for communicating during crisis?
- 2.** Outline the key steps involved in crisis management. (5)

Case Study (7)

Read the passage given below and answer the accompanying questions:

In 2002, a devastating fire broke out at a "food festival in India", resulting in the death of three workers and causing injury to a few others. This alarming situation lasted for more than eight hours before the fire was finally put off by a contingent of firefighting brigades. The situation caused panic in the work area, the neighbourhood, among media men, and the general public including hampering the traffic for several hours. This unfortunate outbreak of fire was attributed to the PEC (an event management company that organised the event) and negligence and lack of adequate firefighting facilities.

- i. As a public relations person, what strategies would you adopt to keep up PEC's image?
- ii. List the target audience you would address.
- iii. Briefly mention the results you expect out of the crisis management activity.