**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session:12-12-2022

**MA ADVERTISING & PUBLIC RELATIONS– III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(EXAMINATION CONDUCTED IN December 2022)**

**APR 9522: CRISIS COMMUNICATION**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains ONE printed pages and THREE parts**

1. **Elaborate on any FOUR in about 250 words each. (4x5= 20)**
   1. Crisis Management
   2. Strategic Thinking
   3. Competitive Intelligence
   4. Corporate Ethics
   5. Persona Building
   6. Corporate Communications
2. **Answer any ONE in 350 words. (1x10=10)**
3. What are the kind of publics that modern corporations have to deal with in the Indian context?
4. What are some of the tools you would use to ethically source competitive information?
5. **Answer any TWO in 500 words each. (2x20=40)**
   1. In Carl Jung’s categorization what are Hero brands? Pick any one Indian brand and describe its characteristics as a hero brand.
   2. Your company is a manufacturer of mobile phones that has a significant market share in India. One of the newest models launched about six months back seems to have a problem with overheating. Though there has been no adverse incident and after discussions with your in-house R&D Laboratory, your CEO has decided to replace the lithium-ion battery in the phone with a better version. In this context, your CEO would like to call a press conference and make a statement about the plan. Draft a statement to use at the press conference.
6. When preparing a business plan, what are some of the considerations that one must have and obstacles that one must overcome to arrive at a comprehensive plan?
7. You have been running a leading chain of well-established burger and fast-food restaurants in Bangalore for the past 10 years which have been well-rated and acclaimed by leading publications and websites. Last night one of your customers allegedly fell sick after visiting your restaurant and took to Facebook to complain bitterly about the food and its effects on them. (A) What are the comprehensive steps you will take to contain the crisis and prevent further damage? Also, (B) develop one sample post of about 75 words that you can post on Facebook in response to the complaint.