

Registration Number:

Date & Session:

**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA ADVERTISING AND PUBLIC RELATIONS**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November 2023)**

**APR 9423 : CRISIS COMMUNICATIONS**

**Time: 2 Hours Max Marks: 50**

**This paper contains TWO printed pages and TWO parts**

1. **Answer any FIVE of the following questions in 200 words each. (5X6=30)**
2. Explain the concept of stakeholder engagement in crisis communication. What steps should the organizations take to effectively engage with their stakeholders during a crisis?
3. Discuss the relationship between Public Relations (PR) and reputation management. How do emerging trends in corporate communication impact reputation management strategies?
4. Discuss the importance of a Crisis Handbook in crisis communication management. Provide examples of elements that should be included in such a handbook.
5. Define the concept of strategic thinking and how it is critical for maintaining an organization's reputation during the launch of a new product.
6. Explore the concept of audience persona building and profiling in crisis communication. How can demographics and audience analysis help tailor crisis messages to different stakeholder groups?
7. Describe the role of social media during a crisis. What strategies can organizations employ to gauge the effectiveness of their crisis campaigns on social platforms?
8. Discuss the significance of competitive intelligence in crisis management. Provide examples of methods and tools that organizations can use to gather competitive intelligence during a crisis.
9. **Answer any TWO of the following questions in 300 - 350 words each. (2X10=20)**
10. **Case 1: Brand Building and Crisis Preparedness**: A startup tech company is planning to launch a new product in a competitive market. Develop a brand-building strategy that incorporates crisis preparedness. Outline how the company can establish a strong brand presence while anticipating potential crises and planning effective communication strategies to protect its reputation.
11. **Case 2: Audience Profiling and Crisis Messaging:** A multinational pharmaceutical company is facing a crisis related to product safety concerns. Develop a crisis messaging strategy that takes into account audience profiling and demographics. Explain how tailoring messages to specific stakeholder groups can mitigate the crisis's impact on the company's reputation.
12. **Case 3: Competitive Intelligence and Online Reputation Management:** A leading e-commerce platform is dealing with a crisis related to a data breach. Create an online reputation management plan that includes strategies for monitoring and responding to online discussions. Discuss how competitive intelligence can help the company stay ahead in managing its reputation amidst the crisis.
13. **Case 4: Online Reputation and Crisis Response:** A financial institution is facing a crisis due to a security breach involving customer data. Design an online reputation management strategy that includes monitoring online discussions, implementing self-service solutions for affected customers, and maintaining message credibility in the digital space.

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