

**National University of Science and Technology**

**Faculty of Commerce**

**Institute of Development Studies**

**Diploma in Disaster Management**

**Emergency Information Management - DDM 1005**

**Final Examination – December 2013**

**TIME: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

This paper consists of **THREE** printed pages and **SIX** questions.

Answer **ANY FOUR** Questions

Start your answer to each question on a fresh page.

**INFORMATION FOR CANDIDATES**

All questions carry equal marks [**25 MARKS**].

You are reminded of the need for good English and clear presentation in your answers.

## QUESTION 1

a) Discuss the following models of information management by Davenport, Eccles and Prusak (1992) and give one advantage and one disadvantage for each.

- i) Anarchy [3]
- ii) Feudalism [3]
- iii) Monarchy [3]
- iv) Federalism [3]
- v) Technocratic Utopianism [3]

b) Using the above models critically examine the Western mass media coverage of emergency and disaster situations in the last 5 years. [10]

**[Total marks 25]**

## QUESTION 2

a) To what extent do you agree with the notion that 'information warfare may hinder effective and objective emergency information management'? [10]

b) How have the following categories of stakeholders been impacted by local and international mass media polarization and biases on coverage of Zimbabwe's emergency and disaster situations in the last 10 years?

- i) Emergency or disaster affected populations in general [3]
- ii) Vulnerable groups [3]
- iii) Zimbabwe Government [3]
- iv) International Non-Governmental Organizations [3]
- v) Local NGOs and Civil Society [3]

**[Total marks 25]**

## QUESTION 3

'New information technologies should by and large complement emergency information management.'

In light of this statement, what are the possible lessons developing countries can learn from experiences of technologically advanced countries in handling emergency information management? Use case studies.

**[Total marks 25]**

#### **QUESTION 4**

a) Give precise conceptualization of the following:

- (i) Press conferences [2]
- (ii) Press statements/release [2]
- (iii) Media Tours [2]
- (iv) Media Relations [2]
- (v) Use of public personalities [2]
- (vi) Involvement in social responsibilities [2]

b) Using examples discuss the importance of the above processes in harnessing the power of mass media in emergency information management.

[13]

**[Total marks 25]**

#### **QUESTION 5**

Explain the advantages and disadvantages of using the Emergency Resource Coordination model in information management.

**[Total marks 25]**

#### **QUESTION 6**

- a) Outline the key components of an information gathering cycle.[10 marks]
- b) Justify why there is need to uphold highest standards at each phase.[15 marks]

**[Total marks 25]**

***END OF EXAMINATION***