



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**POSTGRADUATE DIPLOMA IN PUBLIC RELATIONS**  
**CRISIS AND ISSUES MANAGEMENT**  
**IJM 7203**

**Final Examination Paper**

**April 2017**

This examination paper consists of 2 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** Mr David Makacha

**INSTRUCTIONS**

1. Answer **any four (4) questions**.
2. Poor spelling and grammar will be penalised.
3. Start each answer on a new page.
4. Do not repeat material used on a question to another question.

**MARK ALLOCATION**

| <b>QUESTION</b> | <b>MARKS</b> |
|-----------------|--------------|
| 1.              | <b>25</b>    |
| 2.              | <b>25</b>    |
| 3.              | <b>25</b>    |
| 4.              | <b>25</b>    |
| 5.              | <b>25</b>    |
| 6               | <b>25</b>    |

### **QUESTION 1**

“An unfounded rumour can be the most damaging attack an organization or company can experience. A rumour can put a company out of business; it can greatly affect the bottom-line. In a mild form, it can be a nuisance that requires time and thought to determine whether to fight it and how to fight it.” (Fearn-Banks, 2007:65).

With this statement in mind, discuss the various strategies that you would use to deal with rumours as an issues manager. **[25 Marks]**

### **QUESTION 2**

Explain Mitroff's(1994) five-stage life cycle of a crisis, outlining the measures you are supposed to take at each stage as a crisis and risk communication manager.

**[25 Marks]**

### **QUESTION 3**

You have been appointed to be the public relations manager of a middle-sized manufacturing corporate. Your first task is to ensure that the organisation has a crisis communication plan in place in case of a crisis. Draft a crisis communication plan that you will present to the dominant coalition. Your plan should capture the key elements of crisis communication planning.

**[25 Marks]**

### **QUESTION 4**

Using examples, evaluate the applicability of Timothy Coombs's (2007) Situational Crisis Communication Theory (SCCT) to the practice of issues and crisis management.

**[25 Marks]**

### **QUESTION 5**

Discuss the recommended best practices in crisis management planning. **[25 Marks]**

### **QUESTION 6**

Explore ethical issues that must be considered by public relations practitioners when dealing with a crisis. **[25 Marks]**