



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF INFORMATION AND COMMUNICATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MASTER OF SCIENCE IN STRATEGIC COMMUNICATIONS

RISK AND CRISIS COMMUNICATION

IJS 5202

Special Examination Paper

September 2024

This examination paper consists of 2 pages.

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Prof. Sibongile Mpofu

INSTRUCTIONS

1. Section A is **compulsory**.
2. Answer any **ONE** question in Section B.
3. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	50
2.	50
3.	50
4.	50

SECTION A

QUESTION 1

- i. Discuss the key elements of social media use during crisis situations that communication experts should be aware of. **(25 marks)**
- ii. Outline the recommendations you would make to any organisation on how best to monitor the online environment. **(25 marks)**

TOTAL **[50 Marks]**

SECTION B

QUESTION 2

Discuss the contribution of issues management to the crisis management planning process. **[50 marks]**

QUESTION 3

Using case studies of your choice, evaluate how risk communication can be a valuable part of:

- (i) Crisis preparation. **(25 marks)**
- (ii) Crisis response phase. **(25 marks)**

TOTAL **[50 marks]**

QUESTION 4

Discuss the strengths and the weaknesses of any ONE crisis management theory of your choice. **[50 marks]**