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(University of Choice)
**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER EXAMINATIONS

FOR

**DIPLOMA IN PUBLIC RELATIONS
(SPECIAL/SUPPLEMENTARY)**

COURSE CODE: DPA 105

COURSE TITLE: PSYCHOLOGY OF CRISIS MANAGEMENT

DATE: 25/07/2022

TIME: 8.00 AM-10.00 AM

INSTRUCTIONS TO CANDIDATES

Answer **QUESTION 1** and any other **TWO QUESTIONS**.

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

1. (a) What are the potential consequences an organization may face by remaining silent during a crisis? (20 mks)
(b) How can organizations reduce the 'panic' factor during a crisis (10 mks)
2. What are the crisis resolution techniques you should apply in the event your organization is directly responsible for causing a crisis? (20 mks)
3. (a) Explain why the Pre-crisis phase is important in crisis management (12 mks)
(b) Briefly explain the importance of ensuring the Public's Safety during a crisis? (8 mks)
4. What is the role of communication during a Crisis?(20 Mks)
5. What are the basic safety measures organizations should have?? (20mks)