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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER EXAMINATIONS

FOR

DIPLOMA IN PUBLIC RELATIONS

COURSE CODE: DPA 105

COURSE TITLE: PSYCHOLOGY OF CRISIS MANAGEMENT

DATE: 13/12/2023

TIME: 9.00 am=11.00 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 can increase the 'panic' factor in an organization during a crisis?
(20 Mks)

(b) Why should organisations control the narrative during a Crisis?? (10 mks)

2. State and explain any 2 theories that highlight the importance of crisis management in an organization? (8 mks)

(b) What are the attributes an organisations spokesperson should possess in order to execute his/her duties effectively? (12)

3. (a) State and explain at least 4 crisis resolution strategies that can be implemented in the event your organization is PARTLY responsible for the crisis (12 mks)

(b) Briefly explain the significance of the crisis management team in an organization? (8 mks)

4. What are the potential consequences an organization may face if it remains silent during the Crisis phase? (20 mks)

5. What are the basic safety measures all organizations should have?
(20mks)