

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level I-Semester IV) Examination 2010

### MGT 1113 – Crisis Management

One (01) Hour

Answer All Questions

All questions carry equal marks

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1. Describe the three (03) perspectives which are used to analyse: a crisis situation.
  2. Communication with employees plays a major role in a crisis situation. How communications can help crisis management be more effective? Explain with examples.
  3. "A strong base of goodwill with each of your key public protects your company during a crisis". Briefly explain the above statement.
  4. Describe. why crisis-management plan is important? Give appropriate examples.
  5. Briefly describe the specific components of crisis management plan.
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