



CONTINUITY & RESILIENCE

## Crisis Management Specialist Course (Online)

### General Instructions:

**Exam duration: 40** minutes

**Number of questions: 30**

1. There is **NO** negative marking. Please answer all questions. No marks will be allocated for unanswered questions.
2. There is **ONLY ONE** correct answer to each question - unless specified otherwise.
3. Please mark your answer by highlighting in yellow the correct option.
4. Multiple responses to a question (unless specifically asked for - as in point 2) would render the question incorrect by default.
5. This question paper-cum-answer sheet must be returned to the Exam Proctor at the end of the exam. No copies can be taken or retained.

Continuity & Resilience (CORE) expects participants to conduct themselves in an utmost professional manner during the course of the exam. Use of any unfair means during the examination may lead to disqualification of your candidature and failing of the exam.

- 1.** Which is **NOT** a recommended action or approach during a crisis situation?
  - a. Provide a constant flow of information
  - b. Designate multiple spokespeople so media calls can be dealt with efficiently
  - c. Put the public first
  - d. Never say "No comment"



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**2.** Crises are a period of extreme reactions; select the correct emotion that captures the state of mind during a crisis:

- a. Anger
- b. Panic
- c. Anxiety
- d. All of the above

**3.** Adverse event that might cause disruption, loss or emergency, but which does not meet the organisation's criteria for, or definition of a crisis:

- a. Incident
- b. Accident
- c. Risk
- d. Issues

**4.** You can sense or see all of the following when a crisis strikes **EXCEPT**:

- a. The element of surprise
- b. Events escalate
- c. Truly helpful politicians and observers
- d. Media attention



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**5.** Which of the following is **NOT** a good practice to follow in media relations in general, but especially in a crisis situation?

- a. Stick with the facts
- b. Speculate; even go off the record
- c. Make your point and make sure you repeat it
- d. Be open, concerned but not defensive

**6.** Which of the following is **NOT** a pillar of crisis communication?

- a. Knowledge
- b. Speed
- c. Ownership
- d. Delegation

**7.** Watchwords for a crisis plan include:

- a. Preparing
- b. Rehearsing
- c. Communicating
- d. All of the above

**8.** Name the standard for Crisis Management

- a. ISO 22301
- b. BS 11200
- c. ISO 9001
- d. ISO 27001



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**9.** Which of the following are ways/ steps to overcome crisis?

- a. Collate facts
- b. Effective communication
- c. Involve specialists
- d. All of the above

**10.** BS 11200:2014 has links with the following other standards:

- a. ISO 22301
- b. ISO 27001
- c. Both a. and b.
- d. None of the above

**11.** PDCA (Plan-Do-Check-Act) cycle is applicable to Crisis Management according to BS 11200:2014.

- a. Yes
- b. No
- c. I don't know
- d. Any of the above

**12.** Civic authorities face responsibility for managing crisis which threatens:

- a. Health and safety
- b. Environment
- c. National Security
- d. All of the above



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**13.** The signal detection stage of Crisis Management is all about:

- a. Warnings
- b. Types of signals
- c. Both a and b
- d. None of the above

**14.** Types of signals have been categorized under 4 groups:

- a. People, External, Internal and Technical
- b. Age, Gender, Nationality and Religion
- c. Both a and b
- d. None of the above

**15.** What is the full form of CCC?

- a. Communication Management Committee
- b. Crisis Management Counseling
- c. Crisis Command Centre
- d. None of the above



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- 16.** Which of the following is a must have in the CCC:
- a. Communication Devices
  - b. Printer
  - c. Dedicated room or site
  - d. All of the above
- 17.** Good practice about Crisis Command Center is
- a. There should be two, the alternate being quite close to the primary, both pre-identified
  - b. There should be one in the HQ
  - c. There should be one in a 5star hotel.
  - d. It is not important to have CCC
- 18.** Who should lead the Crisis Management in an organization?
- a. Manger of operations
  - b. Head of HR
  - c. CEO or his authorized delegate
  - d. Security manager



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**19.** The Crisis leader should possess the following qualities EXCEPT:

- a. Ability to lead a team of experts
- b. Communicates effectively
- c. Aware and knowledgeable
- d. Poor listener

**20.** Poor crisis management exposes the organization to following risks:

- a. Financial
- b. Regulatory
- c. Brand
- d. All of the above

**21.** A typical Crisis Management Team composition would **NOT** include one of the following:

- a. Team members of various departments
- b. Heads of HR and Facility Management
- c. Heads of Corporate Security and IT
- d. Heads of Public Relations / Communication team

**22.** Message communication during crisis should consider which of the following:

- a. Should never be apologetic or accept responsibility
- b. Should not make any commitments for corrections
- c. Express concern of impact to stake holders
- d. Longer the message the better it is



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**23.** Who is your audience for an effective crisis communication?

- a. Employees
- b. Customers
- c. Media or Press
- d. All of the above

**24.** While communicating with the media which of the following is **irrelevant**?

- a. Timely response
- b. Written statement
- c. Drink a lot of water before meeting them
- d. Appoint a spokesperson

**25.** Which of the following questions should be asked while preparing a crisis communication plan?

- a. What could go wrong?
- b. Who's in charge and what's the strategy?
- c. Who is the spokesperson?
- d. All of the above





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**26.** Which of the following factors highlight the importance Social Media in Crisis Management?

- a. News is dissipated quickly
- b. The reach is boundary less
- c. It is a challenge as well as an opportunity (strength)
- d. All of the above

**27.** Which of the following statements is **NOT** true for Crisis Communications?

- a. It should be scientific and systematic
- b. It should be based on biased reasoning
- c. It should be clear and free from ambiguities
- d. Information in crisis should be based on authentic sources

**28.** A holding statement is prepared by one of the following departments:

- a. Corporate Security
- b. Business Continuity Team
- c. Public Affairs / Communications Team
- d. Information Technology

**29.** Crisis Management program will include the following also:



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- a. Training and Exercise
- b. Training and Exercise is part of BCM program, not the Crisis Management program
- c. BIA & RA development
- d. None of the above

**30.** The following elements of Crisis Management are included in BS 11200:2014:

- a. Need for crisis management team
- b. Need for crisis management training
- c. Need for exercising crisis management arrangements
- d. All of the above

\*\*\*\*\* END OF QUESTIONS \*\*\*\*\*