

**MGMT729 Crisis Management Final Term (20.08.2016)**

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1. After drinking Coca-Cola, at least one person was hospitalized due to excessive destruction of red blood cells that caused anemia. How did Coca-Cola Company recoup their losses?
2. Why continuation of business operations is too difficult while evaluating organization's crisis handling?
3. Elucidate the process of risk analysis.
4. Being team leader in a site emergency plan, how would you maintain effective emergency responses?
5. While managing the business resumptions plans specifically for IT recovery, how the functions of computer operations recovery team are different from that of disaster site recovery team?
6. It is very rare and not a common routine that organizations communicate with the population at large except for promotions purposes. However, in disasters or when reputations of organizations is at stake, the organizations may have to contact large population to transmit information, but most of the times the organizations fail to do this appropriately rather poorly. This might result from organizations' failure to understand that the information meaningful to organization is not necessarily useful for endangered persons as well. How pre-planning can be a useful tactic for information flow from organization to the general public in crisis situations?
7. How would you identify the optimistic behavior of successful crisis leader?
8. Agencies and Government bodies should accept the responsibilities in disaster management. If agencies do not respond in normal period, then it is proved that it will perform weaker when disaster strikes. Disasters also require immediate response otherwise their intensity may increase. Discuss whether centralized or decentralized decision making structure will be preferred for crisis situations?
9. A creative decision is that contributes novelty and adds value to a decision context. A novel decision may be unusual, uncommon, unconventional or unique from past

decisions and mirrors responses to new or unique choices for solving a problem in a crisis. On the other hand, familiarity with solution prior to the occurrence of a crisis is an important characteristic of creative decision making which means to generate alternative solutions before the emergence of crisis. Provide your standpoint on the controversy that how a decision is both creative as well as already familiar?