

# Quiz Grade: 90.0% (A)

## Quiz Submission

Crisis Communication Management

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**Study Program:** Public Policy and Social Analysis  
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**Total Questions:** 10

### Course Information

**Course Title:** Crisis Communication Management  
**Course Code:** SCCCO 611  
**Credit Hours:** 3

## Quiz Questions, Student Answers, and Correct Answers

### Question 1 of 10

*Multiple Choice Question*

**What is the main goal of crisis communication management?**

**Available Options:**

- (A) Preventing crises from occurring
- (B) Managing crises effectively ← STUDENT SELECTED ← CORRECT ANSWER**
- (C) Ignoring crises
- (D) Creating more crises

**Student's Answer:** Option B: Managing crises effectively

**Correct Answer:** Option B: Managing crises effectively

### Question 2 of 10

*Multiple Choice Question*

**What is the first step in crisis communication management?**

**Available Options:**

- (A) Identifying potential crises ← STUDENT SELECTED ← CORRECT ANSWER**
- (B) Creating a crisis communication plan
- (C) Denying the crisis
- (D) Blaming others for the crisis

**Student's Answer:** Option A: Identifying potential crises

**Correct Answer:** Option A: Identifying potential crises

Question 3 of 10

Text Answer Question

What is the purpose of a crisis communication plan?

Student's Answer:

A crisis communication plan is designed to provide clear strategies and procedures for communicating effectively during a crisis in order to protect people, maintain public trust, reduce damage, and ensure a coordinated response.

Correct Answer:

To provide a framework for responding to a crisis and protecting the organization's reputation and stakeholders

Question 4 of 10

Text Answer Question

What is the difference between crisis communication and regular communication?

Student's Answer:

Crisis communication focuses on delivering fast, accurate, and strategic information during emergencies or difficult situations to protect reputation and public trust, while regular communication is the routine exchange of information during normal operations and daily activities.

Correct Answer:

Crisis communication is focused on responding to a specific crisis situation, while regular communication is ongoing and planned.

Question 5 of 10

Multiple Choice Question

What is the best way to communicate during a crisis?

Available Options:

- (A) Be honest and transparent ← STUDENT SELECTED ← CORRECT ANSWER
- (B) Lie to protect the organization's image
- (C) Avoid communication altogether
- (D) Blame others for the crisis

Student's Answer: Option A: Be honest and transparent

Correct Answer: Option A: Be honest and transparent

Question 6 of 10

Multiple Choice Question

What is the role of communication in managing a crisis?

Available Options:

- (A) To deny the crisis
- (B) To blame others for the crisis
- (C) To effectively communicate the organization's response ← STUDENT SELECTED ← CORRECT ANSWER
- (D) To create more chaos

Student's Answer: Option C: To effectively communicate the organization's response

Correct Answer: Option C: To effectively communicate the organization's response

Question 7 of 10

Text Answer Question

What is the importance of social media in crisis communication management?

Student's Answer:

Social media is important in crisis communication management because it allows organizations to share real-time information, respond quickly to the public, reduce misinformation, and maintain communication and trust with stakeholders during a crisis.

Correct Answer:

Social media has a large reach and can spread information quickly, making it crucial for effectively managing a crisis.

Question 8 of 10

Multiple Choice Question

What is the best way to prepare for a crisis?

Available Options:

(A) Deny the possibility of a crisis

**(B) Proactively identify potential crises ← STUDENT SELECTED ← CORRECT ANSWER**

(C) Blame others for any potential crises

(D) Ignore any potential crises

Student's Answer: Option B: Proactively identify potential crises

Correct Answer: Option B: Proactively identify potential crises

Question 9 of 10

Multiple Choice Question

What is the primary goal of crisis communication management in terms of stakeholders?

Available Options:

(A) To protect the organization's reputation

**(B) To maintain stakeholder trust and relationships ← STUDENT SELECTED ← CORRECT ANSWER**

(C) To shift blame onto stakeholders

(D) To ignore stakeholders altogether

Student's Answer: Option B: To maintain stakeholder trust and relationships

Correct Answer: Option B: To maintain stakeholder trust and relationships

Question 10 of 10

Multiple Choice Question

What is the most important thing to keep in mind when communicating during a crisis?

Available Options:

(A) Protecting the organization's image

**(B) Being honest and transparent ← STUDENT SELECTED ← CORRECT ANSWER**

(C) Blaming others for the crisis

(D) Maintaining control over the situation

**Student's Answer:** Option B: Being honest and transparent

**Correct Answer:** Option B: Being honest and transparent

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