Chapter 10 Crisis Management
Quiz
PR Practices

1. **True or False:** An organization’s everyday culture and operations often highly influence how organizations respond to crises or conflict. Conflict and crises often reinforce organizational dysfunction. In times of uncertainty and danger, the organization reverts to denial, ritual, and rigidity and invokes its own version of reality as a basic defense against external or attack. (p. 250)

2. As a way to anticipate and hopefully avoid a crisis, PR people can help their organizations with ongoing reading, listening, and watching of current affairs with an eye to the organization’s interest. This process can be defined as: (p. 253)
   a. Conflict positioning
   b. Image restoration
   c. Corrective action
   d. **Environmental scanning**

3. Our book discusses the four phases of the Conflict Management Life Cycle. In which phase would an organization’s crisis management plan be implemented? (p. 253)
   a. Proactive phase
   b. Strategic phase
   c. **Reactive phase**
   d. Recovery phase

4. This component of the Recovery Phase involves strategies to help an organization’s reputation that has been damaged by the poor management of issues/controversies, or callous responses to a crisis (p. 254 and 265)
   a. Litigation public relations
   b. Conflict resolution
   c. Reputation management
   d. **Image restoration**

5. Which is NOT a recommended action or approach during a crisis situation: (p. 261)
   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”

6. This strategy for crisis response involves taking actions to appease the publics involved. One tactic could be to give complaining customers coupons or discounts. (p. 261-2)
   a. Corrective action
   b. Justification
   c. **Ingratiation**
   d. Full apology
7. Which two crisis response strategies did Pepsi effectively use in handling and minimizing its Syringe hoax years ago? (p. 263)
   a. **Attack the Accuser and Denial**
   b. Excuse and Justification
   c. Ingratiation and Corrective Action
   d. Full Apology and Justification

8. Intel had its hands full back in 1994 with its new Pentium chip. Which of the following crisis responses did Intel use? (can write more than one) (p. 263)
   a. Denial
   b. Justification
   c. Corrective Action
   d. Apology
   e. **All of the above**

9. This fast food company received some criticism from a town’s mayor about advertising billboards in Spanish that promoted a new beverage. The mayor cried racism, saying the signs were insulting to the local Latinos. (p. 248)
   a. Hardee’s
   b. **McDonald’s**
   c. Burger King
   d. Wendy’s

10. Toyota received much public criticism and negative media attention for its recent recall of 9 million cars due to safety defects. Based on what you know about crisis communications, name **two areas** in which Toyota was criticized in dealing with this crisis. (p. 266-7)
    - Toyota slow to respond; slow to admit mistakes made
    - Japanese corporate culture
    - Executives not used to media/public scrutiny/criticism
    - Greater fear of “losing face”
    - Rigid system of seniority and hierarchy in Japanese companies in which people are reluctant to pass bad news up the chain of command
    - Lack of international diversity on Toyota’s board of directors
    - Toyota presidents management style, apologized, but late doing so

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