

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3523

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Unique Paper Code : **6322483603**

Name of the Paper : **Crisis Management in Retail
(DSC-18)**

Name of the Course : **B.Voc.-Retail Management &
IT**

Semester : **VI**

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt five out of the given questions.
3. All questions carry equal marks.

1. What are the key qualities of an effective crisis leader and their role in successful crisis resolution? **(18)**
2. Discuss the principles of effective media communication during a crisis and their role in shaping public perception. **(9, 9)**

P.T.O.

3. Explain how organizations can monitor and manage misinformation on social media during an on-going crisis. (9,9)
4. What are the critical elements of delivering a successful simulation exercise in an organizational setting? (18)
5. What is the impact of pandemics on workplace operations and employee wellbeing? (9,9)
6. Why is it important for retail stores to conduct mock disaster exercises? How can employees be better prepared for emergencies? (9,9)
7. What is disaster alertness and discuss how awareness, training, and early warning systems contribute to effective disaster preparedness? (9,9)
8. Write short notes on the following- (6x3=18)
 - a) Reputational crisis
 - b) Crisis leadership
 - c) Crisis management Centre (CMC)