

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3619

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Unique Paper Code : 6322483603

Name of the Paper : Crisis Management in Retail

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

Semester : 6

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 any **five** questions.
3. **All** questions carry equal marks.

1. What is crisis? What are the various stages of crisis, Explain with example. (9+9)

2. What do you mean by stakeholder crisis? How does stakeholder crisis undermine organization's success? (9+9)

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3. What do you mean by financial crisis? Taking example of global financial crisis of 2008, explain your answer. (9+9)
4. What are the different types of audits to anticipate crisis? Explain vulnerability audit in detail. (9+9)
5. What is the role of social media in crisis? Take example of Domino Pizza to explain how company used social media to deal with reputational crisis of 2009- 10 in USA. (9+9)
6. What do you mean by online reputation management? What is the role of search engine optimization (SEO) in online reputation management? (9+9)
7. How can an organization prepare itself to deal with pandemics? What is the difference between pandemic and epidemic? (9+9)
8. What is the objective of Disaster Management Act, 2005? What is the difference between natural and man-made disaster? (9+9)

(100)