

Unit 12: Negative News and Crisis Communication

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1. Unit 12: Negative News and Crisis Communication

4. Chapter: Unit 12: Negative News and Crisis Communication

1. Unit 12: Negative News and Crisis Communication Questions

4.1.1. A fire destroys an entire floor of your office building. Which of t...

Author: P. Wynn Norman

A fire destroys an entire floor of your office building. Which of the following is NOT part of the crisis communication plan you should have prepared before this event occurred?

Please choose only one answer:

- Naming a crisis team
- Designating a spokesperson
- Developing a media plan
- Preparing a negative news release
- Choosing a meeting place

Check the answer of this question online at QuizOver.com:

Question: [A fire destroys an entire floor of your P. Wynn Norman @South Corporate](#)

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4.1.2. Aimee works in the Office of Resident Records at The Oaks Golf Comm...

Author: P. Wynn Norman

Aimee works in the Office of Resident Records at The Oaks Golf Community. When a colleague alerts her that the letter below is being used to eject residents whose financial conditions have deteriorated, which of the following litigation risks probably trouble her?

Dear Mr. Laigaie:

Because you have been a valued resident of The Oaks Golfing Community, we regret having to inform you that your lease on Unit 21 will not be renewed when it expires on May 17, 2012, because your credit score has fallen below the cutoff for Oaks residents. If you believe our assessment is in error, please contact the Office of Resident Records at your earliest convenience.

On the other hand, if this unfortunate turn of events has been accurately reviewed, please proceed to make arrangements to vacate your unit on or before the expiration date of your lease. Any possessions remaining in the unit after that date will be removed and you will have to pay a storage and handling fee if you wish to retrieve them before they are sold.

Please choose only one answer:

- Abusive language or behavior
- Contradictions and absolutes
- Confusion or misinterpretation
- Lack of respect and privacy
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Aimee works in the Office of Resident P. Wynn Norman @South Corporate](#)

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4.1.3. Background material, fact sheets, news releases, and sample photos ...

Author: P. Wynn Norman

Background material, fact sheets, news releases, and sample photos are commonly found in what important business communication presentation?

Please choose only one answer:

- A welcome packet
- A crisis plan
- A promotional kit
- A business proposal
- A press kit

Check the answer of this question online at QuizOver.com:

Question: [Background material fact sheets news P. Wynn Norman @South University](#)

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4.1.4. Elena has a lot of clients, but she still believes that tailoring h...

Author: P. Wynn Norman

Elena has a lot of clients, but she still believes that tailoring her home decoration services to their individual personalities and in-home socializing preferences might increase their use of her services. To learn more about them, she decides to have her assistant ask each client a few questions whenever they call or stop by the office. Why should or shouldn't Elena have her assistant use open-ended questions for this task?

Please choose only one answer:

- She should use open-ended questions, because then she can get all possible responses from the clients in their own words.
- She should not use open-ended questions, because she will not get the specific information she needs.
- She should not use open-ended questions, because her assistant may not have the time to survey so many clients.
- She should use open-ended questions, because they are most effective in assessing and comparing attitudes and feelings.
- She should alternate between open- and closed-ended questions to produce the most efficient survey.

Check the answer of this question online at QuizOver.com:

Question: [Elena has a lot of clients but she still P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.5. How are press conferences and media interviews different?

Author: P. Wynn Norman

How are press conferences and media interviews different?

Please choose only one answer:

- You can prepare for a press conference more than you can prepare for a media interview.
- You can control the information you provide in a press conference but not in a media interview.
- You should choose the most seasoned company representative to do press conferences, but you cannot choose who does media interviews.
- Press conferences focus on positive news, while media interviews may not involve news at all.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [How are press conferences and media P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/how-are-press-conferences-and-media-p-wynn-norman-south-university?pdf=1509>

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4.1.6. If Duarte wants to understand his customers' feelings about his ser...

Author: P. Wynn Norman

If Duarte wants to understand his customers' feelings about his services, which closed-ended question would be the best type for him to include in his survey?

Please choose only one answer:

- Categorical
- Multiple choice
- Likert Scale
- Ordinal
- Numerical

Check the answer of this question online at QuizOver.com:

Question: [If Duarte wants to understand his customers P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/if-duarte-wants-to-understand-his-customers-p-wynn-south-university?pdf=1509>

Interactive Question:

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4.1.7. Marjorie is the press officer for a law firm involved in a high pro...

Author: P. Wynn Norman

Marjorie is the press officer for a law firm involved in a high profile case. When asked whether Eric Wetherill, the managing partner of the firm, was aware of the personal relationship between one of the firm's junior staffers and the client in the case, Marjorie responded, "I believe Mr. Wetherill has never even met that particular staffer, but we do not discuss our client's relationships with the press anyway." What words in Marjorie's response to the "gotcha" question are the most problematic?

Please choose only one answer:

- "I believe"
- "That particular staffer"
- "We do not discuss our clients"
- "Anyway"
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Marjorie is the press officer for a law P. Wynn Norman @South Corporate](http://www.quizover.com/question/marjorie-is-the-press-officer-for-a-law-p-wynn-norman-south-corporate?pdf=1509)

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Interactive Question:

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4.1.8. Mr. Johannes Reichmann, a potential investor in your widget manufac...

Author: P. Wynn Norman

Mr. Johannes Reichmann, a potential investor in your widget manufacturing company, did not appear for the ten o'clock plant tour you had scheduled. When you call his hotel room, no one answers, but the hotel desk says that he was at breakfast, did not ask for a cab, and had not been observed leaving the hotel on foot. Mr. Reichmann's unknown status is a crisis for your business. However, which of the following characteristics of a crisis team convince you that, under the circumstances, you should ask the hotel staff initiate action instead of convening your own team?

Please choose only one answer:

- You need a team that includes people who can decide what actions to take.
- You need a team that includes people who can carry out the actions that are necessary.
- You need a team that includes people who have expertise or education in areas relevant to the nature of the crisis.
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Mr. Johannes Reichmann a potential investor P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/mr-johannes-reichmann-a-potential-investor-p-wynn-south-university?pdf=1509>

Interactive Question:

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4.1.9. Which aspect of a crisis must be focused on first?

Author: P. Wynn Norman

Which aspect of a crisis must be focused on first?

Please choose only one answer:

- Who is involved
- What is happening
- Where is it happening
- All of the above
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which aspect of a crisis must be focused P. Wynn Norman @South Corporate](#)

Flashcards:

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Interactive Question:

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4.1.10. Which format would provide the most effective way to deliver a nega...

Author: P. Wynn Norman

Which format would provide the most effective way to deliver a negative news message about an employee's carelessness on the job?

Please choose only one answer:

- Explain the problem in an e-mail to the employee.
- Invite the employee to lunch and explain the problem then.
- Ask the employee to meet with you privately in your office.
- Leave a sealed note on the door of the employee's locker.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which format would provide the most P. Wynn Norman @South University](#)

Flashcards:

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Interactive Question:

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4.1.11. Which of the following is NOT a closed-ended question?

Author: P. Wynn Norman

Which of the following is NOT a closed-ended question?

Please choose only one answer:

- Which of the following influenced your decision to buy our product the most: price, quality, reputation?
- Have you purchased any other products from us lately?
- How often do you require treatment for your condition?
- How do our customer services compare with our competitors'?
- Which service plan do you prefer?

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is NOT a closed P. Wynn Norman @South Corporate](#)

Flashcards:

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Interactive Question:

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4.1.12. Which of the following is NOT a role that needs to be performed dur...

Author: P. Wynn Norman

Which of the following is NOT a role that needs to be performed during a press conference?

Please choose only one answer:

- Greeter
- Moderator
- Speaker
- Recorder
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is NOT a role that P. Wynn Norman @South Corporate](http://www.quizover.com/question/which-of-the-following-is-not-a-role-that-p-wynn-norman-south-corporate)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-a-role-that-p-wynn-norman-south-corporate?pdf=1509>

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4.1.13. Which of the following is NOT an element in a crisis communication ...

Author: P. Wynn Norman

Which of the following is NOT an element in a crisis communication plan?

Please choose only one answer:

- Team members' contact information
- A designated spokesperson
- A designated meeting place
- A media plan
- A timeline of events

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is NOT an element P. Wynn Norman @South Corporate](#)

Flashcards:

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Interactive Question:

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4.1.14. Which of the following questions will solicit the MOST feedback fro...

Author: P. Wynn Norman

Which of the following questions will solicit the MOST feedback from a small group of consumers (also known as a "focus group") who have just tried a new product?

Please choose only one answer:

- Would you buy this product?
- What are some of the reasons you would or would not buy this product?
- Would you buy this product if its price was \$5?
- Which price is the highest price you would pay for this product: \$2, \$5, \$7.50, \$10?
- Why would you not buy this product for \$10?

Check the answer of this question online at QuizOver.com:

Question: [Which of the following questions will P. Wynn Norman @South Corporate](#)

Flashcards:

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Interactive Question:

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4.1.15. Which of the negative news letters in the presented below includes ...

Author: P. Wynn Norman

Which of the negative news letters in the presented below includes an appropriate and effective redirect?

A.

Your bank refused to honor the check for \$466 which you sent us for an Express Widget Starter Pack. We will need to receive alternative payment before 6/05/2012, plus a \$35 fee, or your account will be closed and the debt will be handed over to a collection agency.

We will appreciate your immediate attention.

B.

Meeting you last week was a pleasure and I'm sure that our company would benefit greatly from having you on board. Unfortunately, at this time we cannot compromise on our need for a CAD operator with significant architectural experience, so your electronics background is not exactly the fit we had hoped for.

However, our electronics department is also expanding, so while we cannot offer you a position at this time, I do hope you will watch for future job announcements from Oregon Mutual Construction and will consider reapplying when an electronics position needs to be filled.

C.

The Marshall Cove Inn is proud to have been your Pensacola, FL, choice for a beach vacation last year, and you have honored us with your desire to book another suite for the coming season. However, due to the oil spill in the Gulf of Mexico, the beaches in our area are not in a condition to satisfy our guests and so we must decline your request.

Thank you for your interest in our accommodations and the best of luck to you in arranging a pleasurable vacation for your family.

D.

Because you have been a valued resident of The Oaks Golfing Community, we regret having to inform you that your lease on Unit 21 will not be renewed when it expires on May 17, 2012, because your credit score has fallen below the cutoff for Oaks residents. If you believe our assessment is in error, please contact the Office of Resident Records at your earliest convenience.

On the other hand, if this unfortunate turn of events has been accurately reviewed, please proceed to make arrangements to vacate your unit on or before the expiration date of your lease. Any possessions remaining in the unit after that date will be removed and you will have to pay a storage and handling fee if you want to retrieve them before they are sold.

Please choose only one answer:

- A
- B
- C
- D
- A, B, C and D

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the negative news letters in the P. Wynn Norman @South Corporate](#)

Flashcards:

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Interactive Question:

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4.1.16. With respect to the seven goals for delivering negative news presen...

Author: P. Wynn Norman

With respect to the seven goals for delivering negative news presented by the textbook, the letters below share a significant weakness. What is it?

Please choose only one answer:

- They lack clarity and conciseness.
- They do not help the receiver understand or accept the news.
- They place themselves at risk for legal liability.
- They fail to maintain the business relationship.
- They do not work on reducing anxiety to increase comprehension.

Check the answer of this question online at QuizOver.com:

Question: [With respect to the seven goals for P. Wynn Norman @South University](#)

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