

Assignment 2

Total Marks: 30

Q: 1: Short Questions: (15)

- I. What is crisis audit? Why is it important?
- II. What is a documentation audit?
- III. Explain 360 degree audit. How it is performed?
- IV. What is an online audit? How it is different from documentation audit?
- V. What is a matrix for determining priorities and likelihood that a crisis could develop?

Q:2. What is risk? How is the risk level analysis performed? (7)

Q:3. Read the following scenarios and answer the questions: (8)

Scenario One

James has had a long, hard morning. He was working outside all morning in the pouring rain, and needed to return to the warehouse for some special tools. He walked into the supply room to collect what he needed and was surprised to see them sitting in a puddle of water. He looked up to the ceiling where there was a small crack where water was gushing into the room, and the puddle getting larger as he stood watching it.

What category does this crisis fall in?

Scenario Two

The marketing team at the Able Advertising Company has been struggling for weeks to get a new campaign pulled together. Robin, Mackenzie, and Franz are all on the team responsible for getting it done, and they are working in the boardroom in order to have enough space to work. They are making good progress and not paying any attention to the fury of frozen rain and ice pellets falling and blowing outside.

Meanwhile, in his second floor office, the CEO is reading an audit report which indicates that there is a hazard associated with the front of the building. The office is located along a narrow winding street, and is only set back a few hundred yards from the road. The report states that in icy conditions – which this area has every winter – there is a significant risk of a car or truck losing control and sliding into the front of the building, where the boardroom is. The report recommends installing some kind of barrier to stop (or significantly slow) a vehicle that loses control and threatens to hit the building.

What category does this crisis fall in?

Scenario Three

The operations department of the Double Speed Accounting Company is having their monthly staff meeting when they are interrupted by the receptionist. A package has arrived and it is ticking. She does not know what to do with it, but it is addressed to you.

What category does this crisis fall in?