Due Jun 20, 1:59 PM +07



Congratulations! You passed!

Grade received 100%

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Go to next item

1.	How does the low likelihood of a crisis relate to its potential impact?	1 / 1 point
	A crisis with low likelihood tends to have little to no effect on its impact.	
	A crisis with low likelihood tends to have moderate impact.	
	A crisis with low likelihood tends to have low impact.	
	A crisis with low likelihood tends to have high impact.	
	Correct Typically, a crisis with low likelihood of occurring has a higher impact than a crisis with a high likelihood of occurring. A stadium collapse, for example, is not very common, but can do a great deal of harm if it does.	
2.	Which of the following is the most important idea that a crisis communication program should manage?	1/1 point
	The real-world effects of a crisis	
	The individual details of a crisis	
	O Internal stakeholder consensus about how to approach a crisis	
	The public's perception of a crisis	
	Correct The public's perception of a crisis and how it's being handled will ultimately decide how the organization is affected by the crisis.	
3.	Which of the following are important to provide to a crisis communication team? (Select two.)	1/1 point
	Permission to tell the public what they want to hear	
	Access to adequate resources	
	Correct The team needs access to adequate resources in order to be successful.	
	✓ Clear direction on the roles and responsibilities of team members	

	If team members don't know their roles and responsibilities, they can't be effective.	
	☐ The ability to work independently of the crisis management team	
4.	Which of the following are desired qualities when choosing a spokesperson for your organization? (Select two.)	1 / 1 point
	Patient when addressing tough questions or concerns	
	Correct By being patient, a spokesperson can demonstrate that they are confident in their beliefs and not easily aggravated.	
	Lighthearted when dealing with serious topics	
	Defensive when challenged with difficult situations	
	✓ Articulate when communicating important details	
	Correct By being articulate, a spokesperson can ensure that their audience is receiving the message exactly as it was intended, without any confusion.	
5.	The organization needs to ask itself about any quality control issues it may be having. Which of the following processes is most suitable for asking and answering that question?	1/1 point
	O Business continuity plan	
	Vulnerability audit	
	C Lessons learned report	
	Business impact assessment	
	 Correct A vulnerability audit is most suitable for asking and answering these types of questions. 	
6.	Which of the following practices can help an organization prepare to uphold business continuity in the event of a crisis? (Select two.)	1 / 1 point
	☐ Evaluating the effects that the crisis has on the business	
	Rehearsing business continuity tasks	
	 Correct By practicing these tasks, your organization will be ready to handle a real crisis. 	
	☐ Informing external stakeholders of suspected incidents	
	✓ Performing a business impact assessment (BIA)	
	Comert	

7.	How can you leverage emerging technologies like AI in disaster recovery plans (DRP)?	1/1 point
	By using data-driven techniques to inform the strategies behind the DRP.	
	O By using deep learning techniques to bolster the organization's defense against disasters.	
	O By using AI decision-making systems to decide whether or not a DRP is necessary for your organization.	
	O By using natural language processing (NLP) techniques to ensure the DRP document is understandable and free of typographic errors.	
	 Correct Techniques like predictive analytics can help you come up with useful strategies to incorporate in the DRP. 	
8.	Which of the following is the first step in developing an incident response plan (IRP)?	1/1 point
	Identifying risks	
	Taking feedback from customers	
	Onsulting internal stakeholders	
	O Forming a team	
	Correct When you start by identifying risks, you can determine what you're up against and what kinds of incidents your organization might be subject to. The rest of your IRP can flow from there.	
9.	Which of the following activities are important to conduct in a post-crisis phase? (Select two.)	1/1 point
	Communicating information about the crisis with stakeholders	
	 Correct Both internal and external stakeholders should be kept informed about the conclusions drawn from the crisis. 	
	Performing a vulnerability audit of all affected systems	
	Restructuring the response team for future crises	
	✓ Discussing lessons learned during the crisis	
	 Correct Lessons learned help the organization evaluate crucial facts about the crisis and how the organization responded. 	

A BIA can highlight how continuity might be affected in a crisis, making you better prepared to respond.

Correct

10. Why is it important not to review a crisis too soon after it has concluded? (Select two.)		
By reviewing a crisis too soon, you may not have collected all of the useful details.		
Correct Some details may not become apparent right away, so you may need to wait before conducting a review.		
✓ By reviewing a crisis too soon, you can exasperate the people involved.		
 Correct People may not have fully recovered from the crisis yet, so reviewing their actions may frustrate them. 		
 □ By reviewing a crisis too soon, you can unknowingly extend the effects of that crisis. □ By reviewing a crisis too soon, you run the risk of violating compliance requirements. 		

1/1 point