

VPM's
Dr. VN BRIMS, Thane
Programme: PGDM (2016-18) (Marketing)
PGDM Trimester V Examination December 2017

Subject	PR & EVENT MANAGEMENT		
Roll No.		Marks	30 Marks
Total No. of Questions	5	Duration	2 Hours
Total No. of printed pages	2	Date	27.12.2017

Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.

Q1) 10 Marks (Compulsory)

INTRODUCTION

On December 28, 2014, Indonesian low-cost carrier, PT Indonesia AirAsia (Indonesia AirAsia), announced that its flight QZ8501, travelling from Surabaya, Indonesia, to Singapore with 162 people on board, had gone missing. The announcement was made soon after the flight lost contact with air traffic control. On December 29, after confirming that the flight had gone missing, the National Search and Rescue Agency Republic of Indonesia (BASARNAS), a government agency, announced that an international search and rescue mission from Indonesia, Singapore, and Malaysia had been mobilized in the search for flight QZ8501.

On December 30, Indonesia AirAsia officially confirmed that the flight, with 155 passengers and 7 crew members on board, had crashed into the Java Sea. The announcement was made after the wreckage and the remains of passengers on board the aircraft were found.

ABOUT INDONESIA AIRASIA

In 2001, Tony Fernandes (Fernandes), a British-trained accountant, had plans to start Malaysia's first discount airline, but he could not obtain a license. Fernandes had to sell his idea to Malaysia's then Prime Minister Mahathir Mohammad (Mohammad).

In Oct 2001, the two of them met and Fernandes told Mohammad that a discount carrier could revolutionize air travel in Southeast Asia and boost tourism at a time when airlines worldwide were grappling with the impact of the September 11, 2001 terrorist attacks in the US. In 2002, Fernandes launched AirAsia in Malaysia, pioneering the regional low-cost airline in Southeast Asia. Fernandes introduced one-way fares as low as US\$ 2.5, persuading thousands of Malaysians to fly.

INDONESIA AIRASIA FLIGHT GOES MISSING

On December 28, 2014, the Indonesia AirAsia QZ8501 flight took off from Juanda International Airport in Surabaya after 5:30 am. At 6: 12 am, one of the pilots communicated through the radio with the air traffic control requesting permission to climb from 32,000 feet to 38,000 feet and to turn toward the left to avoid bad weather. The air traffic control permitted the pilot to turn but not to increase altitude. At 6:18 am, the air traffic control observed that the plane had disappeared from the radar. By 7: 55 am, it was officially confirmed that the flight had gone missing and was reportedly last seen flying over the Java Sea.

On December 29, 2014, with the flight having missed the landing schedule at the Singapore airport, Search and Rescue (SAR) operations were activated by BASARNAS. The Singapore air force and the navy also used two C-130 planes to hunt for the missing aircraft.

COMMUNICATION DURING THE CRISIS

Soon after Fernandes got to know about the missing flight, he posted on Twitter, "[I] as your group CEO will be there through these hard times. We will go through this terrible ordeal together." In another message, he said, "Be strong. Continue to be the best. Pray hard." Three hours later, he was on his way to Surabaya and said, "My only thoughts are with the passengers and my crew. We put our hope in the SAR operation and thank the Indonesia, Singapore, and Malaysian governments.

THE CRASH

On December 30, 2014, Indonesia AirAsia confirmed that debris found floating on the Java Sea was wreckage belonging to the crashed Indonesia AirAsia flight and said, "AirAsia Indonesia regrets to inform that The National Search and Rescue Agency Republic of Indonesia today confirmed that the debris found earlier today is indeed from QZ8501, the flight that had lost contact with air traffic control on the morning of 28th December 2014. The debris of the aircraft was found in the Karimata Strait around 110 nautical miles south west from Pangkalan Bun.

HANDLING THE CRISIS

After announcing that the Indonesia AirAsia flight had crashed into the Java Sea, Fernandes

apologized to the families of the passengers and crew for the loss of their loved ones and said that he would honor Indonesia AirAsia's obligations to them, including by paying compensation. Addressing the media, Fernandes said, "We are prepared, and we will not be running away from any of our obligations."

THE CHALLENGES

Though experts praised Indonesia AirAsia for handling the crisis, they cautioned that it had a long way to go before it could put the disaster behind it. There could be a falloff in passengers from Indonesia, since most of the victims hailed from the country. Being the biggest economy in Southeast Asia, Indonesia was an important market for Indonesia AirAsia.

THE FALLOUT CONTINUES....

The 2007 ban by European Commission that prevented Indonesian airlines from entering the European Union airspace encouraged the latter to make significant improvements in safety. The results of this exercise were seen when the EC lifted the ban in 2009. However, in May 2014, the Chief Administrative Officer of Indonesia found that Indonesian airlines were performing below 40 percent in 5 out of the 8 safety categories and below the global average in all categories. Commenting on the ratings by the CAO, Herry Bakti Gumay, the then director general of civil aviation, said, "We have addressed 80-90 percent of issues on the ICAO's compliance checklist, including the number of inspectors, air traffic controllers, and safety regulations."

Answer the following:

1. Highlight the need for a crisis communication plan citing examples from the case
2. Using your understanding of Crisis Communication, suggest strategies to build up a positive image and restore faith of their audience worldwide.

Attempt any TWO from the remaining FOUR Questions

Q2)

- a) What are the characteristics of events and why do brands want to associate with events as sponsors?
- b) List the differences between conferences, trade exhibitions and seminars

Q3)

- a) Describe the steps to organize an event
- b) What are the roles and responsibilities of an event manager?

Q4) Any one from (a) or (b) _____ = 10 Marks

- a) What is crisis management? And also write a note on crisis management plan.
- b) What is a corporate event? Describe in short the popular types of corporate events.

Q5)

- a) List the various types of media used in Public relations
- b) Choose the right answer in the following multiple choice questions
 - I. _____ is not a PR tool
 1. Press Release
 2. Newsletters
 3. Sales Brochure
 4. Interviews
 - II. Bulletin boards are an external medium for PR communication
 - True
 - False
 - III. _____ is an important factor in venue selection
 1. Celebrity visit at venue
 2. Number of rooms
 3. Ambience & theme
 4. Local attire
 - IV. _____ matters most in event marketing
 - Quality & consistency of content
 - Organizing of database
 - V. A conference is like an international exhibition.
 - True
 - False