**NAME(S):………………………………………………………………………………………**

1. **pr - crisis communication**

*The story of a Germanwings plane crashing into the French Alps was everywhere. 150 people died. The event was not caused by corporate negligence, but a deliberate crash by pilot Andreas Lubitz, who was found out to have been suffering from depression. A media spotlight was cast onto the airline and people demanded answers.*

**QUESTION**

* **Name all the activities to be done step by step to save the company's reputation:**

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1. **pr - crisis communication**

*In a story that would make any chocolate-lover reel in horror, two bars of Cadbury’s Dairy Milk bought in Mumbai, India, were found to be infested with worms.*

**QUESTION**

* **Name all the activities to be done step by step to save the company's reputation:**

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