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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - III
Sub.: Disaster Management (BBA15-316)

Date : 31/05/2024

Total Marks : 60

Time: 2.00 pm to 4.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. What is the primary focus of the "Prevention" section?

a) Advance planning and readiness	b) Immediate actions during disasters
c) Post-disaster assessment	d) None of the above
2. What are the primary responsibilities of NGO's in disaster management

a) Do nothing	b) Providing humanitarian aid and support
c) None of the above	d) All of the above
3. What is the primary function of modern technologies in emergency communication?

a) Doing nothing	b) Helping after emergency
c) Providing weak communication	d) Facilitating quick and reliable communication during emergencies
4. What is a significant feature of the National Disaster Management Act, 2005?

a) Focus on other policies	b) Maximizing economic profits during disasters
c) Provides a legal framework for disaster management in India	d) All of the above
5. Which of the following is an example of a man-made disaster?

a) Earthquake	b) Terrorist attacks
c) Flood	d) Hurricane

Q. 2. State True / False (05)

1. Principal Causes of Disasters" covers only natural disasters.

a) True	b) False
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2. Information, Education, Communication, and Training (IECT) are crucial for creating awareness on Communication, Information, Education, and Training

a) True	b) False
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3. Remote Sensing is primarily used for conducting rescue operations during disasters.

a) True	b) False
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4. Disaster Mitigation Strategies focus on implementing measures to prevent or minimize the effects of disasters.

a) True	b) False
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5. Motivation refers to a lack of interest in personal development

a) True	b) False
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Q. 3. Write Short notes on (Any Three) (15)

1. Causes of Disasters – Natural Disasters
2. Application of modern technologies for the Emergency communication
3. Disaster Mitigation meaning and Scope
4. Terrorist Attacks
5. Disaster Preparedness for Infrastructure

Q. 4. Answer in detail (Any Two)

1. Enlist and explain the Disaster Mitigation strategies. (20)
2. Explain Community based disaster preparedness plan.
3. What is the Role of Information, Education, Communication & Training in disaster preparedness.
4. Discuss Remote Sensing, GIS and GPS.

Q. 5. Case study

ABC Retail is a small boutique clothing store located in a coastal town prone to hurricanes and storms. Despite being a small business, ABC Retail recognizes the importance of being prepared for potential disasters to ensure the safety of its employees and the continuity of its operations. (15)

Implementation of IT Solutions:

1. **Cloud-Based Data Backup:** ABC Retail implemented cloud-based data backup solutions to ensure that critical business data, including inventory records, customer information, and financial data, are securely stored offsite. In the event of a disaster, such as a flood or fire, the business can quickly retrieve its data from the cloud and resume operations.
2. **Remote Work Infrastructure:** Recognizing the need for remote work capabilities during emergencies, ABC Retail invested in IT infrastructure that enables employees to work from home or alternate locations. This includes providing laptops, secure VPN access, and collaboration tools such as video conferencing and cloud-based document sharing.
3. **Emergency Communication System:** ABC Retail implemented an emergency communication system that utilizes IT solutions such as mass notification software and mobile messaging apps. In the event of a disaster, the system allows the business to quickly communicate with employees, provide safety instructions, and coordinate response efforts.
4. **Social Media Monitoring:** Leveraging social media monitoring tools, ABC Retail keeps track of real-time updates and alerts related to potential disasters in their area. By staying informed about weather forecasts, road closures, and evacuation orders, the business can proactively prepare for emergencies and ensure the safety of its employees and customers.

Thanks to its proactive approach to disaster preparedness and the effective utilization of IT solutions, ABC Retail was able to weather a recent hurricane with minimal disruption to its operations. Employees were able to work remotely, critical data was safely backed up in the cloud, and timely communication ensured everyone's safety. As a result, ABC Retail emerged from the disaster relatively unscathed and with a renewed commitment to disaster preparedness.

Question

1. How does ABC Retail's utilization of cloud-based data backup contribute to its disaster preparedness plan, particularly in the context of potential natural disasters like hurricanes or storms?
2. Explain how ABC Retail's investment in remote work infrastructure enhances its resilience in the face of disasters.
3. Describe the significance of ABC Retail's emergency communication system in facilitating effective communication and coordination during disasters.