

MGMT 729 paper FINAL Term 2015

Q1: 10 best practices of crisis communication from article

Q2: distinct characteristic of the Holy Prophet

Q3: scenario of a juice poisoning how the company will take creative decision making

Q4: self-experience of customers is more important for brand trust than the media campaign

Q5: researcher must use historical research to make policies for future uncertain events. Agree or disagree with this statement.....www.vchowk.com

Q6: a scenario of smart phone given which have strong media impact. After some time it receive a tweet from one customer that its technology is not efficient. What the company have any contingency plan or not?

Q7: which social media is more effective in crisis situation blogs, facebook or twitter?

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