

Internal Assessment Test - III

Sub:	PUBLIC RELATIONS					Code:	14MBA HR407		
Date:		Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA

		Marks		OBE	
		CO	RBT		
Part A - Write short notes on any two (3*2=6 Marks)					
1 (a)	List the types of issues in PR.	[03]	CO2	L1	
	(b) Explain the scenario technique.	[03]	CO1	L5	
	(c) Discuss the importance of compromise.	[03]	CO3	L2	
Part B - Answer any two (2*7=14)					
2 (a)	What is crisis management? Illustrate the fundamental guidelines for crisis management.	[07]	CO3	L3	
	(b) Differentiate between traditional media and digital media.	[07]	CO2	L2	
	(c) Define and classify target audience with suitable examples.	[07]	CO1	L4	
Part C - Answer any two (2*10= 20 marks)					
3 (a)	Discuss in detail the different types of crisis.	[10]	CO3	L2	
	(b) PR demands “Communication with difference”. With the help of this statement, infer the importance of communication in public relations.	[10]	CO2	L4	
	(c) Justify “Public Service as Preventive Public Relations”.	[10]	CO2	L5	
Part D - Compulsory (1*10=10/2*5=10 marks)					
4 (a)	One of the world’s largest pizza chains found itself in a public relations crisis when two employees began posting prank videos on YouTube in 2009. Initially, the company responded according to it’s previously decided PR programmes but the results were not satisfactory. That’s when Domino’s realized they needed to utilize the same technology platform that had started the incident. If people were viewing the prank video on YouTube, they realized, the response should also leverage the power of YouTube. The PR team crafted a new, edgier version of the response video and posted it to YouTube. And this new approach worked: Simply by using a different technology that is more widely used by consumers, Domino’s was able to reach millions of customers with a clever “viral” video of their own, and the crisis subsided.	[05]	CO2	L3	
	With context to the case above, explain the pros and cons of social media in public relations.				
(b)	Quote any two recent controversies that became viral on a social media platform. Also suggest some measures that can be utilized by PR professionals, to overcome from such situations.	[05]	CO3	L5	

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Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO10
CO1:	Gain the insights of Public relations principles and practices.	2c				1b				
CO2:	Learn the various theories of mass communication	1a				2b		3c		3b, 4a
CO3:	Understand the various issues in crisis management	3a	2a	4b	1c					
CO4:										
CO5:										
CO6:										

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 - *Engineering knowledge*; PO2 - *Problem analysis*; PO3 - *Design/development of solutions*; PO4 - *Conduct investigations of complex problems*; PO5 - *Modern tool usage*; PO6 - *The Engineer and society*; PO7- *Environment and sustainability*; PO8 - *Ethics*; PO9 - *Individual and team work*; PO10 - *Communication*; PO11 - *Project management and finance*; PO12 - *Life-long learning*

PUBLIC RELATIONS (IAT-III)

ANSWER KEY

PART A

1(a) List the types of issues in PR.

ANSWER: Public relations practitioners have to strive to overcome the bad reputations of "spin doctors," who twist the truth to suit their clients' needs. A true public relations practitioner actually adheres to a strict code of ethics, promoted by the Public Relations Society of America and the Institute for Public Relations. Your small business can use public relations effectively if your PR practitioner follows the accepted ethics of the profession in dealing with common issues.

TYPES OF ISSUES:

1. Latent: Just being formulated by far-thinking scholars or social activities but with sufficient apparent validity that it could become an issue sooner or later.
2. Emerging: Starting to be written about in scholarly journals or specialty media: perhaps a special interest organization adopts the idea or a new group forms around it: early adopter opinion leaders begin to be aware: it starts to spill over to wider publics, but no coherent action plan or broad support is yet evident.
3. Hot: A full-blown issue in current debate.
4. Fall-out: Left-over remnants from the settlement of hot issues, which can come back onto the public agenda because they have already attained visibility.

OTHER ISSUES:

- Providing Truthful Information

Public relations practitioners constantly confront pressures to bend or twist the truth. For example, if a warehouse burns down, it could be tempting to make it seem like a minor incident, when in fact the company has lost a significant amount of inventory. Being honest prevents the public and industry peers from coming back later and claiming you tried to cover up the seriousness of the loss. Instead, the PR practitioner can state the truth and emphasize the owner's determination to bounce back and not only replace the inventory, but build a safer warehouse. In this way, the truth can be inspirational and instill confidence in the business.

- Offering Authentic Context

An ethical public relations communication offers more than mere facts; it offers context for a story. This means explaining to readers why an event has importance or why company leaders take the stance they take. For example, simply announcing that a business has recalled a product due to safety concerns could be accurate. However, if this recall were the result of a government agency raising the concerns, that information would have to be included by an ethical PR practitioner.

- Advising Leaders

PR practitioners face an important ethical issue when advising company leaders. These practitioners may have to muster a great deal of courage when confronting leaders who are contemplating violating the company's values. For example, if a leader is considering reducing employees' hours so that they will not qualify as full-time workers and thus won't receive benefits, it's the PR practitioner's duty to speak up. In this case, the practitioner has a duty to not only point out the ethical misstep the leader is about to take, but to also raise the issue of how the press and the public will judge the decision.

- Fellow Sponsors

Ethics come into play when a PR practitioner announces a company's involvement in social causes, charities and fund-raising events. The practitioner has an ethical duty to reveal not only her client's involvement, but the involvement of other sponsors. For example, if her client's company sponsored a marathon and a controversial company was also involved, that should be included in the announcement.

1(b) Explain the scenario technique.

ANSWER: Scenario planning aims to produce flexible plans to deal with potential crises. It combines known facts, with educated guesses, for example, the potential reaction of the press to news that an employee has committed fraud. One method of scenario planning is to ask 'What are the worst things that could happen to your organization or your client?' Identifying all the possible 'what ifs' will allow you to assess the likelihood of them occurring and their severity if they did occur? Using this information it is possible to draw up a series of potential scenarios or stories and create a model for managing them. In carrying out this type of planning, it may be possible to anticipate possible crises and adapt current protocols to prevent them from occurring in the first place.



The essence of the scenario technique is to think about possible scenarios in case of certain events (e.g. emergency situations) or specific development in the life of the organization or significant changes in the environment (e.g. the development of the potential market).

NEED FOR SCENARIO TECHNIQUE:

1. Stress-testing your strategy

Many organizations use scenario planning to test the robustness of their current strategic plans against a wide range of alternative scenarios. It is the equivalent of putting an airplane wing in a wind tunnel to see at what point it fails as pressure builds up. Stress-testing helps companies minimize potential negative consequences and be better positioned to seize opportunities.

2. Platform for innovation

Companies on the move often use scenario analysis to expand their geographic footprint, explore adjacent markets, invest in new technologies, or reach beyond their industry boundaries. Because multiple scenarios force them to consider a wider range of futures, they may see many new opportunities on the horizon.

3. Go deep

Don't think of scenario planning as just a corporate activity conducted by futurists and staff people. Savvy organizations translate and adapt the scenarios to multiple levels to connect with those managing functional and business strategies. For example, how will the scenarios impact talent management, IT requirements, financial (budgeting) processes, or legal requirements?

4. Monitoring key uncertainties

Organizations in fast moving market often use scenarios to monitor early warning signals in the external environment. This lets them see sooner than rivals which way the wind will be blowing. Good monitoring requires systematically scanning leading indicators plus the ability to link key signals to tactical or strategic adjustments of the plan.

5. Rebalancing your options portfolio

Smart organizations have developed a portfolio of projects that can be adjusted whenever the tide turns. They follow a stage-gate process that starts with small investments that are later scaled up or dropped as needed. As with your personal investment asset allocation, you need to rebalance your options portfolio in business whenever the world changes on you.

1 c. Discuss the importance of compromise.

ANSWER: One of the best ways to reach your full potential within an organization and increase confidence is to understand what type of compromises one can make.

In order to maximize their success, most people probably find the need to compromise in different areas, such as in the workplace, in relationships, or in other aspects of their personal lives. By agreeing to not get everything you want and acknowledging the other person's desires, conflicts can be resolved. This might take the form of negotiations in business meetings, sharing responsibilities with a spouse, or juggling different commitments to make time for all of one's personal goals.

Building Strong Relationships:

To work as a team or a family, knowing how to compromise can be an invaluable skill. It demonstrates your concern for the other person's needs, and your willingness to meet some of these needs through mutual cooperation.

Recognizing Unhealthy Compromises:

Although negotiations play an important role in working toward a common goal or project with other people, compromises can become unhealthy when they undermine a personal beliefs and values. A person should not make compromises that undermine your integrity, so having a trustworthy mediator can be important during a difficult negotiation.

Common perceptions about compromises believe that there are two main types of compromises; these are SOFT compromises and HARD compromises.

Characteristics of the SOFT compromises:

- Try to avoid conflict
- Generally more willing to give in
- Often more trustworthy and honest
- Focus is on building relationship
- They are usually interest- based compromisers searching for a mutually beneficial result

Characteristics of the HARD compromises:

- Aim for complete victory
- Can pressurize the other party
- Often lack consideration for the needs of the other party
- Can be seen as a 'haggler'
- They are usually power- based compromisers who view successful compromise as completely getting their own way.

PART B

2 (a) what is crisis management? Illustrate the fundamental guidelines for crisis management.

ANSWER: Crisis management is the process by which an organization deals with a major event that threatens to harm the organization, its stakeholders, or the general public. The study of crisis management originated with the large-scale industrial and environmental disasters in the 1980s. It is considered to be the most important process in public relations.

Three elements are common to a crisis:

- A threat to the organization
- The element of surprise
- A short decision time

Venette argues that "crisis is a process of transformation where the old system can no longer be maintained." Therefore, the fourth defining quality is the need for change. If change is not needed, the event could more accurately be described as a failure or incident. Crisis management is a situation-based management system that includes clear roles and responsibilities and process related organisational requirements company-wide.

The response shall include action in the following areas:

- Crisis prevention
- Crisis assessment
- Crisis handling
- Crisis termination

The aim of crisis management is to be well prepared for crisis, ensure a rapid and adequate response to the crisis, maintaining clear lines of reporting and communication in the event of crisis and agreeing rules for crisis termination.

GUIDELINES FOR CRISIS MANAGEMENT:

1. Listen and Be Present

In the past, companies like The Gap have been accused of not responding to customers' concerns about faulty merchandise or refund issues – simply because they were not set up to handle customer service problems through their social media channels. Unfortunately, in the digital age, not listening to the social chatter or having presence on social communities can reflect badly on your brand. Even responding with a simple link to the correct website page is helpful – and shows your customers you take them seriously.

2. Set The Right Expectations

If you are a small business or have limited bandwidth to respond to customer inquiries in real-time, then set the right expectations upfront on the timing within which people should expect your response. 24, 48, 72 hours... Be specific and make that expectation visible to ensure it is seen. But always stick to it.

3. Be Transparent

Certain companies have been guilty of removing posts they didn't agree with, ignoring those posts, or else claiming that they had been hacked, when they clearly hadn't. Trying to cover up or remove justified but negative comments can make you look as if you are ignoring a problem or, worse off, don't care about the customers. It is critical to be honest and upfront about any issues you or your company may be facing.

4. Respond Thoughtfully

It's worth putting some effort into writing a thoughtful reply aimed at addressing your customers' concerns. Showing that you care about their experience and are willing to address problems (or even go above and beyond) is a great way of actually winning around critics and turning them into fans.

5. Do Not Lose Your Cool – Ever

There may be times when you disagree with your customers. But being rude or attacking them in social forums is absolutely unacceptable. Provide the best information you can and do your best to satisfy every inquiry. If nothing helps and a customer insists on being rude and uncooperative, just ignore him/her and move on; in those rare times, no matter what you do, nothing will probably be good enough.

6. Have a Crisis Management Team In Place

Going back to my point #1...When you pick up a digital chatter around a specific issue, you have a great opportunity to address it before it blows up in your face. But be sure you have the way to quickly escalate and resolve the issue. This process should be a part of your overall crisis management plan. I suggest forming a team consisting of team members from PR, HR, legal, marketing, and other relevant teams that can come together to quickly craft and post a response that would quite down the chatter and will help solve the issue at hand.

2 (b) Differentiate between traditional media and digital media.

ANSWER: traditional media provides value through subsidizing content — free TV and radio programs, lower-cost magazines, and chances to win prizes. In exchange for this content or other value, we ALLOW advertisers to interrupt our day to tell us about their products.

Two-way conversation	One-way conversation
Open system	Closed system
Transparent	Opaque
One-on-one marketing	Mass marketing
About you	About ME
Brand and User-generated Content	Professional content
Authentic content	Polished content
FREE platform	Paid platform
Metric: Engagement	Metric: Reach/ frequency
Actors: Users/ Influencers	Actors/ Celebrities
Community decision-making	Economic decision-making
Unstructured communication	Controlled communication
Real time creation	Pre-produced/ scheduled
Bottom-up strategy	Top-down strategy
Informal language	Formal language
Active involvement	Passive involvement

Social networks increasingly replace more traditional communities and this is what draws billions of people into social networks and convinces them to spend significant time engaging in the social network. The trick of social media marketing success is to JOIN this community and harness its power. So, rather than disrupting the conversation, join the conversation. Become an integral part of the community — someone everyone recognizes and welcomes because you share fun and interesting things with them.

2 c. Define and classify target audience with suitable examples.

ANSWER: If PR stands for public relations, it stands to reason that a vital part of PR is determining who your public is – that is, your target audience. PR is a targeted approach to getting your business' messages in front of the people you want to see them, and clearly a defined target audience is a key tool for achieving this. Your target audience comes down to who you are speaking to – the people most likely to be interested in what your business offers. Understanding your target audience is about determining who might be looking for your product or service. When you start working with a PR agency or doing your own PR, it's a good idea to specifically determine who your target audience is. That way, PR professionals will be able to target their efforts for maximum results.

Target audience is a term that refers specifically to any groups targeted to be the recipients of a message. Target audiences may comprise entire individual stakeholder groups or publics who belong to several different stakeholder groups.

- Active audience – audience members who already are interested in an organization, issue, or cause. Instead of waiting to receive information on it, they seek it out from many sources and when doing so, they speak as well as listen.
- Passive audience – audience members who are not interested in an organization, issue, or cause or who are not interested at a specific time. Very few groups are made up entirely of active or passive members. The key often is to determine where the majority sits.
- Intervening audience – a group that can intervene with target audiences by passing on even endorsing your message. This audience often is made up of individuals who are opinion leaders or key influencers with your target audience.
- Media audience – all those individuals who read, watch, or listen to a specific media outlet. Many media organizations compile demographic and psychographic information on their audiences.
- Delivered audience – all potential or actual viewers, readers, listeners, or participants who can be reached.
- Effective audience – all potential or actual viewers, readers, listeners, or participants in the target audience who are part of the delivered audience.

PART C

3 (a) Discuss in detail the different types of crisis.

ANSWER: TYPES OF CRISIS:

It is important to identify types of crises in that different crises necessitate the use of different crisis management strategies. Potential crises are enormous, but crises can be clustered;

1. Natural Crisis

- Disturbances in the environment and nature lead to natural crisis.
- Such events are generally beyond the control of human beings.
- Tornadoes, Earthquakes, Hurricanes, Landslides, Tsunamis, Flood, Drought all result in natural disaster.

2. Technological Crisis

- Technological crisis arises as a result of failure in technology. Problems in the overall systems lead to technological crisis.
- Breakdown of machine, corrupted software and so on give rise to technological crisis.

3. Confrontation Crisis

- Confrontation crises arise when employees fight amongst themselves. Individuals do not agree to each other and eventually depend on non productive acts like boycotts, strikes for indefinite periods and so on.
- In such a type of crisis, employees disobey superiors; give them ultimatums and force them to accept their demands.
- Internal disputes, ineffective communication and lack of coordination give rise to confrontation crisis.

4. Crisis of Malevolence

- Organizations face crisis of malevolence when some notorious employees take the help of criminal activities and extreme steps to fulfill their demands.
- Acts like kidnapping company's officials, false rumours all lead to crisis of malevolence.

5. Crisis of Organizational Misdeeds

- Crises of organizational misdeeds arise when management takes certain decisions knowing the harmful consequences of the same towards the stakeholders and external parties.
- In such cases, superiors ignore the after effects of strategies and implement the same for quick results.
- Crisis of organizational misdeeds can be further classified into following three types:

i. Crisis of Skewed Management Values

Crisis of Skewed Management Values arises when management supports short term growth and ignores broader issues.

ii. Crisis of Deception

Organizations face crisis of deception when management purposely tampers data and information.

Management makes fake promises and wrong commitments to the customers. Communicating wrong information about the organization and products lead to crisis of deception.

iii. Crisis of Management Misconduct

Organizations face crisis of management misconduct when management indulges in deliberate acts of illegality like accepting bribes, passing on confidential information and so on.

Crisis due to Workplace Violence

Such a type of crisis arises when employees are indulged in violent acts such as beating employees, superiors in the office premises itself.

Crisis Due to Rumours

Spreading false rumours about the organization and brand lead to crisis. Employees must not spread anything which would tarnish the image of their organization.

Bankruptcy

- A crisis also arises when organizations fail to pay its creditors and other parties.
- Lack of fund leads to crisis.

Crisis Due to Natural Factors

Disturbances in environment and nature such as hurricanes, volcanoes, storms, flood; droughts, earthquakes etc result in crisis.

Sudden Crisis

- As the name suggests, such situations arise all of a sudden and on an extremely short notice.
- Managers do not get warning signals and such a situation is in most cases beyond any one's control.

Smoldering Crisis

- Neglecting minor issues in the beginning lead to smoldering crisis later.
- Managers often can foresee crisis but they should not ignore the same and wait for someone else to take action.
- Warn the employees immediately to avoid such a situation

3(b) PR demands “Communication with difference”. With the help of this statement, infer the importance of communication in public relations.

ANSWER: Public relations refers to the practice of enhancing an organization’s reputation in the eyes of public, stakeholders, employees, investors and all others associated with it. Public relations experts are specially hired by organizations who work hard towards maintaining brand image of organization.

Communication plays an essential role in effective public relations. Two way communication between both the parties is essential and information must flow in its desired form between the organization and public. The receiver must understand what the sender intends to communicate for an effective public relation. The receivers (public, target audience, stakeholders, employees, investors) must clearly understand the sender’s message. (organization in this case).

The message/information needs to create an impact in the minds of customers for an effective brand positioning. Communication needs to have a strong influence on the target audience for them to remain loyal towards the organization.

Often PR is used to mitigate or reduce the effects of unfavourable publicity and it is an important and very flexible marketing communications element. It can be used both within and outside the organisation, although many feel that it is an external marketing tool, with the firm trying to communicate with a range of external publics in order to create a positive impression in people’s minds.

But we should also recognise its tremendous worth as an internal marketing communications tool. Effective internal marketing, i.e., creating the correct spirit within firms and persuading all staff to pull in the same direction in terms of marketing effort, is a vital prerequisite to successful external marketing.

This is particularly important for marketing policies based on the concepts of long-term relationship marketing. PR has a key role in helping to bring about an effective internal marketing culture within the firm. In this sense there has been a realisation over more recent years of its importance as a strategic internal communication tool as well as an external tool.

PR has a particularly crucial role in the management of adverse publicity resulting from undesirable events or crisis management scenarios. Where a crisis has occurred, especially where people have been injured or lost their lives, it is often a case of damage limitation, putting a fair and balanced account of events forward to the general public and minimising the adverse effects of the crisis to the organisation involved or responsible.

NEED FOR COMMUNICATION:

- **Standardized Communication**

A corporate communication plan creates a standardized way to interact with colleagues, managers and other business contacts. Instead of leaving the method up to the employees, the plan spells out how they should communicate. For example, the plan might specify that all information be dispersed via memo or email, with everyone on the team included in the email. This creates consistency in workplace communication, helping to reduce confusion or missed information.

- **Information Dispersal**

A communication strategy ensures that all significant information is dispersed to the correct people, both internally and externally. Having all people on the same page is essential to a highly efficient workplace. If some staff members are unaware of key information, they may be unable to complete their duties properly, or do work that they don't actually need to perform. Without standardized communication strategies to external business contacts, you may have clients or suppliers who are unaware of policy changes, upcoming events and other relevant company information.

- **Company Image**

Your communication strategy affects your company image. If you have a standardized, professional method of communicating with the public and your external business contacts, you present yourself as a professional company with strong organization. If communication is sporadic and information comes from different people inconsistently, you present your company as a disorganized unit. You also risk having conflicting information released if you don't have a specific communication plan in place.

- **Staff Morale**

Lack of communication or inconsistent information dispersal leaves employees feeling frustrated. Staff members may feel left out, particularly if management fails to communicate key information. By sharing information consistently with employees, the company creates a sense of transparency that allows staff members to feel they know what is going on. If there is a lack of communication, employees may be left wondering what is going on with the company and may start feeling that the management team is intentionally withholding information.

3 c. Justify “Public Service as Preventive Public Relations”.

ANSWER: Regardless of how effective an organization is, it doesn't have the desired impact if the public and consumers are not aware of the business's brand, successes or contributions. A public relations campaign that educates and informs people about the contributions of the organization enhances its brand recognition and makes it more relevant in the public eye.

- **Products and Services**

A good public relations campaign highlights a small business's products and services through creative means. For example, a publicity campaign that highlights a new product launch also promotes the business as a whole. A press conference held to discuss an expansion has the added benefit of introducing key decision-makers to the general public and putting a public face with the company name. These types of outreach efforts can help improve the overall impression of an organization.

- **Innovation**

A public relations initiative that touts a small business's innovations can attract attention, investors and potential business partners. Regular forms of communication in the form of feature news articles, public appearances and presentations, and service on expert industry panels establish a small business's place in their industry's spotlight. This positive perception can help improve overall effectiveness by demonstrating the company's ongoing successes.

- **Charitable Work**

When the general public is aware of a small business's charitable contributions and community support, it can make it more interested in patronizing the business. For example, a public relations outreach effort that notifies the community about a small business's cash donation to a local school paints the business as a good corporate citizen. This can help elevate an image of trust and respect, which can translate to a better overall perception of a company.

- **Economic Impact**

Regularly touting a company's earnings, job creation and overall economic impact can help establish it as an important part of a city's economic engine. For example, releasing quarterly employment figures or contributing to economic development reports is an effective way to show the benefit the company brings to the community. This can raise awareness of the importance of the organization and better position it for expansion funding and business-to-business opportunities, and even make it be seen as a viable employer.

- **Internal Perceptions**

Internal public relations campaigns have the potential to bolster staff morale, improve communications and motivate employees. Public relations efforts that keep all employees in the loop about company activities and strategic plans and invite feedback can get significant buy-in from employees. This can make them more supportive of the company's efforts and more effective performing their jobs.

PART D

4(a) With context to the case above, explain the pros and cons of social media in public relations.

ANSWER: PROS:

This is where society is moving– according to social media 80% of young adults use social networks and each day there are approximately 500,000 new members on social networks. Social networking is the “now” thing and I don’t think that it is just a fad. This is something that has really opened the doors of communication to people who would have thought before would never be heard.

Open to anyone, anywhere– as long as you have access to the internet you have access to a social network. You don’t have to be of a certain age, race, ethnicity, or place to become apart of the world of social media. There is no discrimination. Everyone has the opportunity to join in and have their voice be heard.

Cost efficient– most networks are free to join and are cheaper than other marketing methods such as radio/television commercials. The only cost for most would if a company decided to hire a team to handle the site.

Build relationships– with social networks you can build relationships with people or companies that you would have never thought possible. You can use these networks to put out information about you or to research info about others. Blog comments, wall posts, tweets are all ways of connecting with others and building a relationship.

Free feedback– this is especially helpful for companies. They are able to join a network and have customers be able to visit their site or page and leave comments and feedback about certain products or services. It is also much faster and easier for the customer to leave their feedback.

CONS:

Time consuming– managing a social networking site does take up a lot of time. You have to be sure to have the info out in a timely fashion and make sure that it is edited appropriately. There needs to be time set aside to read and respond to comments or feedback.

Spam– this will always be a problem I think. When there is a site that is pretty much open to anyone it makes it that much easier for your site to receive spam.

Creativity– it does become hard to keep your site creative and standing out from the rest especially when chances are there are thousands and thousands of other sites just like that one.

4 (b) Quote any two recent controversies that became viral on a social media platform. Also suggest some measures that can be utilized by PR professionals, to overcome from such situations.

ANSWER: APPLIED QUESTION