



Daily Article (Bharath's Reading list) - Answers and Explanations 24.04.2023

Article link : <https://bit.ly/3UZTuKK> **(Bournvita: Tayyari crisis ki)**

1..According to the article, Mondelez India made all the following mistakes while responding to the recent crisis except:

- A.Not reacting swiftly and as close to the offending content as possible
- B.Using legal recourse for just one viral social media video
- C.Not stating that it is completely compliant with the laws related to 'health drinks' in India
- D.Not using sugar as an anchor to sell its response and stem the reputational damage with an emotional appeal

Explanation : D

The author states that Bournvita needed to change the narrative, using Revant's allegation that the product includes cancer-inducing caramel coloring as an anchor: "Bournvita needed an anchor to sell its response, just like Revant used sugar to sell his video. From Bournvita's perspective, the one thing they should have absolutely latched on to was Revant's allegation that the product includes cancer-inducing caramel coloring."

2.The author is least likely to agree with which of the following statements?

- A.The PR strategy of managing the news cycle applies equally well to social media as it does to mainstream media
- B.An effective way for brands to tackle misinformation is to use just the truth as their defense
- C.Brands ought to exercise creativity while responding to crises
- D.Though there is not much value in 24 x 7 social media listening, brands should have a **plan of action for crises**

Explanation: D

Refer to the line, “The problem is that brands don’t see any value in 24×7 listening because nothing much happens for 364 days, but the one day something does happen is precisely why they should constantly listen and have a plan of action for things going wrong.”

3 it can be inferred from the article that the 'Streisand Effect' refers to a phenomenon in which:

- A.involving too many people in responding to a crisis leads to a bungling in the response
- B.people tend to accept those references or findings which confirm their existing belief
- C.the frequency of something seems to increase immediately after a person learns about it
- D.an attempt remove or censor information unintentionally leads to increasing awareness about it

Explanation:

Correct option **D**

Note the context in which the author mentions the Streisand Effect: “After Bournvita’s legal notice to Revant Himatsingka, even those who were blissfully unaware of the entire imbroglio got to know about it because a LOT more people started talking about the entire episode. As I had mentioned in my post earlier this week, this is simply Streisand Effect in action...”

