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- The two different motivational theories that McDonald's can use is expectancy theory and goal-setting theories. In expectancy theories each of the workers will be rewarded with a financial or non-monetary reward if they act in a way that is expected by McDonald's management. In the goal-setting theories smart goals will be relayed to the employees by the management of McDonald's and if the workers and employees achieve these goals they will be rewarded with a financial or non-monetary reward. (Expectancy Theory, 2014)

- A good way to check this will be giving a feedback form to the customer. If a certain worker has achieved a favorable feedback, then the management should reward this worker. On the other hand the worker with a negative feedback should be punished. An example for this could be an order taker. If he behaves in courteous and friendly way, and the client leaves him a good feedback, then the management should give this worker a bonus or a raise. Similarly, if the order delivered to the customer is not fresh, then the order preparer or the cook should be docked some points from his evaluation as a punishment.

- An effective press release covers the entire topic, relays its purpose and benefits to the audience and is written in a language that is understandable to the audience of that release. For example, using the medical jargon in a press release written for non-medical audience is not going to yield the purpose it is written for, and it won't be very effective.

- The press release by the Verizon Enterprise contains several technological jargons and terms which an ordinary reader of the Press Release will not be aware of certain. Similarly, a reference is made to a statistic about the online

shopping. Such statistics will be well known to the experts, but not the audience. In order to improve the effectiveness of the Press Release, first of all, I will remove all the jargon, and will try to make the statistics used in the Press Release easier to understand for the reader. (PR Wire, 2014)

- The pitch will target that particular news anchors. The reason for using a specific pitch is that we want that particular news anchor to get interested and interview and research the business. It will help the company generate a better letter for that particular type of news anchor.

- Since the letter is general in nature it is not suitable for our pitch letter. It will not serve our purpose and it is written too generally to attract the particular type of news anchor that we are targeting

- Japanese leader are more reactive, whereas American leaders are more proactive. Any situation will be handled by the two types of leaders differently. For example, a Japanese leader will solve the problem after it has occurred, whereas the American leader will forecast the problem and will try to solve it.

- I am a proactive person, and I will try to make my company more aggressive and target oriented. For example, I will try to enter new markets quickly and increasing the market offerings.

- Iphone 6 is the new product that has been introduced. The main type of communication used for the product is online marketing and word of mouth. Online marketing and Word of Mouth has helped the company achieve great growth in terms of attracting new customers.

- The company should market its product more often in TV and Newspaper to reach a wider audience

- Facebook is a winning website. To make it more interactive they have used the latest Newsfeed options, and in order to make it more secure, they have used several privacy options.

- DHL is using the social media to help solve the customer complaints and marketing their products to the consumers. This is saving them money, because advertising is expensive, and customer problem solving helps retain customers. (Global Logistic Media, 2014)

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