Corporate Public Relations

Total Marks: 30

1. Give short answers to the following questions: (21)

i. Distinguish between corporate mission, corporate objectives, and corporate goals.
ii. What are the different categories of corporate planning?
iii. How is the progress of an organisation measured?
iv. What is meant by corporate image? What does the image of an organisation depend upon?
v. Describe briefly the steps in Corporate Public Relations activity.
vi. List the aspects that are considered in the evaluation of a Public Relations programme.
vii. Briefly explain the following terms.
   a. Social Audit
   b. Corporate Accountability c) Corporate Culture

Activity (9)

Yours is a pharmaceutical firm engaged in the manufacture of a wide range of antibiotics and Lifesaving drugs. An epidemic hits the community leading to a severe shortage of drugs in the market. What steps would you take to discharge your social responsibility and maintain goodwill of the community?