

ASSESSMENT # 7**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?