



# G. S. College of Commerce & Economics, Nagpur

An Autonomous Institution

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

First Semester Master of Business Administration Examination (CBCS)

## CORPORATE IMAGE BUILDING

(MBSF 1.1)

Time: 3 Hours

Maximum Marks: 80

N.B.: All questions are compulsory.

- Q. 1 Answer the following question in about 150-200 words: 10
- A) 'Corporate Strategic Planning doesn't deal with future decisions but with the prospects of current decision'. Explain the significance of corporate long term planning and core values of organization.
- OR
- B) The Business of Kingfisher Airlines failed due to high fuel prices, adverse government policies by taxation and of course the failure of aviation engines. The Management admits that the airlines has turned out to be nightmare and blamed government adverse taxation policies and higher fuel prices for the Business failure. Critical examine the above case and give your point of reference about the biggest corporate failure in Indian Origin.
- Q. 2 Answer the following question in about 150-200 words: 10
- A) 'There are numerous benefits of our organization that look after and serve their internal customers well'. In context to the above lines, write a detail note on the importance of employees and their role in organizational success.
- OR
- B) 'External customers are essential to the success of any business as they provide the revenue stream through their purchases that the enterprise needs to survive and sustain'. With reference to above lines, state the importance of customer and their satisfaction level.
- Q. 3 Answer the following question in about 150-200 words: 10
- A) 'Corporate advertising is always associated with the corporate image and corporate branding of the organization as it is aimed at promoting the company rather than its products and services'. Explain the importance of corporate communication and information and also explain how it forms the positive perception of the company amongst the stakeholders?
- OR
- B) There are many issues of importance of corporate communication like global economy, increased role of management and rapid development of new media

technology leading in communication trends. Explain the issues and remedies for effective corporate communication.

- Q. 4 Answer the following question in about 150-200 words: 10
- A) 'Ethical business leaders not only talk about ethics but act ethically on a personal level, but also allocate resources to promote and support ethical behavior in organization and society'. With reference to above lines, explain the importance of corporate leadership and ethics with a relevant examples.
- OR
- B) Explain the Success Story: (Any One)
- i) Mr. Ratan Tata, Former Chairman of Tata Sons.
  - ii) Mr. Azim Premji, Chairman of Wipro Limited.
  - iii) Mr. N. R. Narayana Murthy, Founder, Infosys.
- Q. 5 Answer the following question in about 150-200 words: 10
- A) Discuss the various strategies to develop, sustain the human relation in an organization.
- OR
- B) 'People don't buy Goods and Services, but they buy relations, stories and magic'. In context to the famous quote by Mr. Seth Godin, Author and Entrepreneur; explain the significance of public relations and list down its different tools of it.
- Q. 6 Answer the following question in about 150-200 words: 10
- A) Define CSR. Explain the importance of CSR in an organization.
- OR
- B) Define the CSR Projects undertaken by the following company. (Write any one)
- i) Tata Group
  - ii) Reliance Industries Limited
- Q. 7 Answer the following questions in about 75-100 words: (Any Five) 20
- A) What is significance of core values in corporate?
  - B) Write importance of Internal Customers.
  - C) What is Corporate Communication?
  - D) Explain the importance of Corporate Leader.
  - E) Define Public Relations.
  - F) Write objectives of CSR.

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