



Shiksha Mandal's

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) Elucidate the characteristics of successful corporate culture.
OR
B) Explain the case of corporate failure of Ramalinga Raju, founder of Satyam Computers.
- Q. 2. Answer the following question in about 150-200 words. 10
A) Justify the importance of internal and external customers.
OR
B) Rationalize "Traders create brand image" analysing the trading relationships.
- Q. 3. Answer the following question in about 150-200 words. 10
A) Explain the significance and types of corporate information.
OR
B) What is the importance of corporate information communication? Explain styles of corporate information.
- Q. 4. Answer the following question in about 150-200 words. 10
A) "Success of Business Organisation depends on the Leader." Justify the statement.
OR
B) Write a detailed note on Corporate Journey of (1) Ratan Tata, or (2) Dhirubhai Ambani.
- Q. 5. Answer the following question in about 150-200 words. 10
A) Explain strategy for developing and sustaining human relations in organisations.
OR
B) Explicate public relations and various tools of public relations.

Q. 6. Answer the following question in about 150-200 words. 10

A) Justify the importance of CSR and its motives.

OR

B) Briefly discuss the CSR activities of (i) Tata Group, or (ii) Reliance Group.

Q. 7. Answer the following questions in about 75-100 words. (Any Five) 20

A) What are Core Values?

B) Explain the term 'External Customers.'

C) Write a note on Internal Stakeholders.

D) Discuss the concept of involving leaders and followers.

E) Explain the importance of public relations.

F) What do you mean by CSR?

