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GSCN/W-2019/SEM-I/ MBSF 1.1



Shiksha Mandal, Wardha'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) Explain the characteristics of successful corporate culture.
OR
B) "Short term & long term objectives play an important role in strategic planning".
Justify the statement.
- Q. 2 Answer the following question in about 150 -200 words: 10
A) Explain various internal stakeholders to the business.
OR
B) Explain various external stakeholders to the business.
- Q. 3 Answer the following question in about 150 -200 words: 10
A) Explain various types of corporate information.
OR
B) Explain the importance of corporate information.
- Q. 4 Answer the following question in about 150-200 words: 10
A) Write a short note on the journey of Shri Ratan Tata.
OR
B) Explain the importance of corporate leadership.
- Q. 5 Answer the following question in about 150-200 words: 10
A) Explain the role of public relation manger in an organization.
OR
B) Write a short note on 'Managing Human Relations'.
- Q. 6 Answer the following question in about 150-200 words: 10
A) Explain various CSR activities undertaken by TATA Group.
OR
B) Write a short note on 'Corporate Social Responsibilities at Reliance Industries Ltd.'

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

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- a) Write a short note on Core Values.
- b) Explain the trading relationships.
- c) Explain styles of corporate information.
- d) Explain the concept of involving leader & followers.
- e) Explain importance of public relations.
- f) Explain the concept of CSR.

