

## Corporate Public Relations

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### Assessment

**Total Marks: 30**

1. Distinguish between Corporate mission, corporate objectives and corporate goals. **8**
2. List the aspects that are considered in the evaluation of a Public Relations programme. **10**

### Activity

**12**

Yours is a pharmaceutical firm engaged in the manufacture of a wide range of antibiotics and life saving 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?