

SR. NO	QUESTION TEXT	OPTION 1	OPTION 2	OPTION 3	OPTION 4
1	Corporate public relations seek to project the image and identity of the _____	Organisation	Customers	Public	None of these
2	Corporate _____ identity plays a significant role in the way an organisation presents itself to both internal and external stakeholders.	Visual	Brand	Image	None of these
3	In order to survive in the long - run it is expected that business is carried on with _____ principles.	Ethical	Profit motive	Profit maximization	None of these
4	Digital or online piracy is the term to elucidate the illegal act of duplication of licensed or copyright material form _____.	internet	social media	e - commerce	None of these
5	The main role of the coporate communication is to make the brand _____.	Identity	loyalty	image	None of these