



**BHARATI VIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

---

**Course Code:** BAJMC210

**Course Name:** Corporate Communication

## **Assignment 1**

(Based on Unit-1 and 2)

1. Analyze the various forms of Corporate Constituencies and evaluate their significance in Corporate Communication. (BTL4)
2. Evaluate the differences between brand identity, brand image, and brand reputation, and assess their individual significance in the context of corporate branding. (BTL6)
3. Examine the definition, concept, and scope of corporate communication, and assess their implications and significance in the context of organizational management. (BTL4)
4. Discuss the significance and relevance of Corporate Social Responsibility in the present-day business environment. (BTL2)
5. Elaborate the shift from Public Relations (PR) to Corporate Communication, and evaluate its significance and impact on the corporate world. (BTL3)
6. Explain the different forms of Corporate Communication, and analyze their contributions to the success of an organization. (BTL2)
7. Develop a comprehensive plan for enhancing a company's brand identity. (BTL5)
8. Propose a new approach to corporate philanthropy that integrates with business goals. (BTL5)
9. Assess the effectiveness of various social responsibility programs in different industries. (BTL3)
10. Evaluate the ethical considerations associated with brand reputation management. (BTL6)