

Public Relations

Assessment Task

How you are perceived (Group activity) (LO3 AS2)

Discuss the questions below in your group and write your answers in your workbook.

- a) Why is it important to maintain a good name as a person? [2 marks]
b) Why is a good image important for a business? [2 marks]
c) Write down a definition in your own words for the concepts below. You can also consult a dictionary. [3 marks]
(i) Public relations
(ii) Social responsibility
(ii) Environmental responsibility

[Total: 7 marks]

Group assessment checklist

Criteria	Yes	No
Our group could explain why a good reputation is important.		
Our group could explain why a good image is important for a business.		
Our group could explain the meanings of public relations, social responsibility and environmental responsibility.		
Our group understands and respects the need to give back to the community and to protect the environment.		