



"Shape the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors, and ecosystem partners."



"To be one of the world's leading producers and providers of entertainment and information, using its portfolio of brands to differentiate its content, services and consumer products."



"The Home Depot is in the home improvement business and our goal is to provide the highest level of service, the broadest selection of products and the most competitive prices."

To improve the bad mission statement and create a masterpiece, these things should be kept in mind.

1. Keep it short and concise
2. Think in long-term
3. Should represent what? How? Whom? of the company
4. Easy to understand
5. Free from any sorts of errors
6. Should define the value and objectives of the company

Question no. 6 *It is sometimes said that ethics hold a person to higher standards than laws. Explain.*

Ethics is based on well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. Ethics is what guides us, to tell the truth, keep our promises, or help someone in need.

Ethics are the values that show us the difference between right and wrong. Yes, many times, ethics holds a person to a higher standard than laws because people stick to the law being afraid of getting punished. But rather ethics is a code of conduct that a person sets

for himself either by practicing or by adopting certain principles. Hence it comes without any external compulsion or fear of getting assaulted if not followed.

Thus, sticking to the law is easy but sticking to ethics or ethically being correct is not easy, hence when individual sticks to ethical policies or practices ethical theories, it gives him higher standards in society. That's why it is said that sometimes ethics hold a person to higher standards than laws.

Question no. 7 *Explain the difference between ethics and morals, and describe the relationship between the two.*

Ethics and morals relate to "right" and "wrong" conduct. While they are sometimes used interchangeably, they are different: ethics refer to rules provided by an external source, e.g., codes of conduct in workplaces or principles in religions. Morals refer to an individual's own principles regarding right and wrong.

The differences between ethics and morals can be explained in the following ways.

not on traditional. These days we can get information about customers via their phones, we can analyze their habits, and suggest to them their preferences.

Question no. 20 How can advertising and publicity work together? Give an example.

Advertising is paid promotion of the services and products of your business whose purpose is to boost sales. Publicity is an unpaid promotional activity that is done by a third party to create a public interest story of your business.

However, both techniques are used by companies as promotional tools to enhance their businesses. The purpose of each technique is different. I think that advertising and publicity both can be used together sometimes and sometimes not depending upon the message the company wants to communicate.

The Institute for Public Relations (IPR) at the University of Florida study shows that news coverage, whether generated through media relations efforts or not, "modulates the impact of advertising." Most of the time, they work synergistically and reinforce one another, but there are exceptions.

The best ways of using advertising and publicity to reinforce one another remain to be determined. But, in the meantime, the IPR study author Bruce Jennings-Fox suggests, "that partnerships between media relations and advertising would save money and pack a bigger punch, Messages from both worlds combine in the minds of consumers."

For example: whenever a new mobile phone is released in Nepal, a company called gadget byte publishes the review, if their review is positive, it increases the sales of that particular mobile phone, if not the sales will drop.

Question no. 21 Discuss the benefits of supply chain management. How does the implementation of supply chain management result in enhanced customer value?

Supply chain management is the handling of the entire production flow of a good or service, starting from the raw materials all the way to delivering the final product to the consumer. Some of the key benefits of supply chain management are as follows;

Greater Efficiency

The supply chain incorporates product innovation strategies, integrated logistics, production tactics, and forecasting demand. This will put you in a great position to predict demand and also make moves accordingly.

Decreased Costs

One of the main benefits of supply chain management is its ability to decrease costs by improving inventories, adapting according to customer requirements, and stabilizing relationships with distributors and vendors.