

SEAT No. _____

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SARDAR PATEL UNIVERSITY
BBA (Sem - III) EXAMINATION

Friday, 1st January 2021

10:00 am to 12:00 noon

Corporate Communication - I

UM03ABBA21

- Note:
1. Attempt any four of the eight questions
 2. Figures to the right indicate full marks to the questions concerned.
 3. Your answers must be precise.
 4. Maximum Marks: 60

Q-1 Attempt the following questions: 15

- (a) In what situation do the boys find themselves on the island? How do they settle down there?
- (b) Describe in your own words the growing rift, and the final split between Ralph and Jack.

Q-2 Attempt the following questions: 15

- (a) What do you know about the beast from the air? What effect does it have on the littluns of the group?
- (b) Comment on the end of the novel *Lord of the Flies*.

Q-3 (A) Write a brief note on: (any one) 05

1. Simon: a lover of nature
2. The Conch

(B) Read the following passage and answer the questions given below: 10

No one can fail to realize what an important part the newspaper plays in our life. Not only does it keep us informed about our outside interest and fellowmen, but unconsciously it moulds our principles and shapes our ideas according to the opinions of this or that journal. The conscious motive in buying a newspaper, we may take it is to furnish ourselves with news. And by news we mean not only accounts of the comings and goings of ambassadors and kings and the reports of the events taking place in this country and in countries across the sea, whether in or out of the pale of ordinary circumstances but also recordings of the rise and fall of the stock market, the prospective chances of our Test Team and the progress of our educational system. Not only do we satiate our appetite for news but we also divert ourselves with numerous and interesting pictures, cartoons, puzzles, which readily provide a relish for the breakfast table. Even our gardening problems meet with expert solutions and our younger generation is not left unprovided for by its universal catering. But perhaps a

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more important influence the newspaper has is the one which, unknown to us, secretly lays siege to our opinions, overcomes them and marshals them at the orders of this or that writer. Many of us with a taste for reading find our choice superimposed, whilst the advertisement column, by its attractive slogan, makes us unconscious victims of its snares.

QUESTIONS:

1. What is the importance of newspapers in a man's life?
2. What is the conscious motive in buying a newspaper?
3. How do newspapers help the younger generation?
4. How do advertisements make us victims of their snares?
5. Give a suitable title to the passage.

Q-4 (A) Write a brief note on: (any one)

05

1. How Piggy met his end
2. Jack and his evil deeds

(B) Read the following passage and answer the questions given below:

10

When the British Empire was established in India, the decay of Indian handicraft started. The 19th century saw the complete decline of Indian handicrafts. The causes of the decay are as follows:

As the British extended their empire in India, many Indian princes lost their kingdoms. The Indian handicrafts largely depended on the patronage of these princely states and their nobility. When they disappeared, the handicrafts lost their patronage.

The use of imported goods began to increase. It became fashionable to use English goods. The Industrial Revolution took place in England. All goods were manufactured in factories. These goods were cheap. Indian products could not compete with the machine made goods of England. The British Government deliberately suppressed these crafts in order to keep the growth of their manufactures. India was made and exporter of raw materials to England and an importer of finished goods made in that country.

Thus England succeeded in changing India from the position of a supplier of goods to that of a buyer. After the rapid advance of cotton textile industry in England, India became its chief foreign market. British cotton textiles poured into India crushing the weaving industry in India. This meant that the wealth of India was siphoned off to Britain.

QUESTIONS:

1. What were the causes of the decay of Indian handicrafts in the 19th century?
 2. Why were the imported textiles cheaper than Indian goods?
 3. How was the wealth of India siphoned off to Britain?
 4. Find words from the passage which mean the following:
 - (a) decorative objects made by hand -
 - (b) the support given by a regular customer -
 5. Give a suitable title to the passage.
- Q-5** Attempt the following: 15
1. What are Semantic barriers to effective communication? How can they be overcome?
 2. What do you mean by Grapevine? How does it operate in an organization?
- Q-6** Write brief notes on the following: 15
1. Physical barriers to effective communication
 2. How Grapevine operates in an organization
 3. Merits/Advantages of Written Communication
- Q-7** What is a Sales Letter? Discuss the functions of a Sales Letter using suitable 15 illustrations.
- Q-8** Draft an effective Sales Promotion Letter on any one of the following: 15
1. An I-phone 12 with unique features
 2. A Dishwasher
 3. Books on a variety of subjects

