

SEAT No. \_\_\_\_\_

No. of Printed Pages: 2

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SARDAR PATEL UNIVERSITY  
BBA (GEN) SEM III EXAMINATION

Friday, 1st January, 2021

10:00 am to 12:00 pm

Corporate Communication I

UM03ABBA51

Marks: 70

Note: All Questions carry equal marks:

Attempt any four from the following:

- Que. 1 a). Explain how the boys build fire on the mountain top.  
b). Write a note on the opening of the novel Lord of the Flies.

- Que. 2 a). Discuss in detail Simon's encounter with Lord of the Flies.  
b). Draw the character sketch of Ralph.

- Que. 3 a). Write a note on end of the novel Lord of the Flies.

b). Read the following passage carefully and answer the given questions

Two-wheeler leader Bajaj Auto is launching a new sports motorcycle, Bajaj SX Enduro. Introduced last month in Pune and Bangalore, the vehicle will next be available in Chennai, Delhi and Other cities.

Designed to compete in the two stroke sports bike category, Enduro, the company claims, has the biggest brakes and tyres among all 100cc bikes. The price tag (32,175 at pune), however, is lower than those for the two motorcycles that can be expected to provide the principal competition to Enduro: TVS Suzuki's shogun and Escorts' Yamaha RX 100 which come in the range of Rs.35,000 to Rs. 38,500.

Says MadhavdasKini, marketing officer, "we are targeting motorcycle enthusiasts in the age group of 18 to 25 years." That should include the speed-happy types for whom pick-up, speed and aesthetics are the most important considerations. Enduro comes in bright colours and the emphasis in the advertising is on power.

Bajaj has been getting increasingly in the motorcycle market for last few years. It has now set up exclusive Kawasaki workshops in major town to cater demands for motorcycles alone. Fast Response Centres have been opened for timely available of spare parts. As for Enduro, the company hopes to achieve an initial sales figure of about 1,000 bikes a month. Claims Kini, "The demand is currently ahead of supply".

**Questions:**

- 1) Which one two-wheeler vehicle manufacturing and marketed by Bajaj Auto? Where was it introduced first? In which cities will the vehicle be next available?
- 2) What are the unique characteristics that it claims among all the similar vehicle?
- 3) Which vehicles are the principal competitors to the newly introduced vehicle? What is the main different between them?
- 4) According to the marketing officer of Bajaj Auto which age group of motorcycle lovers will be attracted to the newly introduced motorcycle? why?
- 5) How can you say that Bajaj Auto has been introduced marketing infrastructure facilities in the

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[P.T.O.]

Que. 4 a). Draw the character sketch of Simon.

b). Read the following passage carefully and answer the given questions.

Renting out an 'unoccupied property' is one of the best ways to get returns out of property. Not just that, you also enjoy capital appreciation. Given the current property prices, many people prefer to live in a rented apartment for few years, till they stabilize their careers.

The rental value of an apartment is, or should be, a function of its capital value. Generally a lessor "expects" a return of 4% to 6% of the capital value of the apartment but not all are able to achieve the same especially given the current capital value. Before you begin the process of letting your property, you need to ascertain the rental value of the premises based on factors like: (1) Location, (2) Age of the building, (3) Maintenance, (4) Recreation Amenities, (5) Existing condition and (6) Layout of premises.

The relationship between a landlord and a tenant is a legal contract called "Leave and License" be it month to month, year to year or even for a span of years. Five years and beyond would be termed as a "Lease Agreement." The "Leave and license" agreement would list along with other terms the period of lease, deposit amount and monthly rental and clauses to protect the interests of the landlord and the tenant. It is prerogative of the owner to secure his/her property and draw up an agreement. By definition of "Agreement" it does mean when both the parties "Agree." An agreement includes details of the rent, to how you handle tenant complaints and other issues associated with repairs and maintenance.

Questions:

- 1) What two way income benefits from property are suggested?
- 2) For what reasons people prefer rented house?
- 3) What factors are considered while determining the 'rent value' of the property?
- 4) How is it to make safe the dealing of one's rented Property?
- 5) Explain in a sentence or two: "Leave and License".

Que. 5 a). Examine in detail Upward Communication with suitable illustrations:

b). Write a detailed note on Semantic Barriers to Communication.

Que. 6 a). What is Grapevine? Discuss in detail its advantages and disadvantages.

b). Explain in detail Socio Psychological Barriers to Communication.

Que. 7 a). Write a note on three P's of an effective sales letter.

b). Draft a sales letter to promote the sales of Formal Shoes.

Que. 8 a). Write a note on functions of a sales letter.

b). Draft a sales letter to promote the sales of Deodorant.