

SEAT No. _____

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SARDAR PATEL UNIVERSITY
BBA ISM III Semester Examination
Friday, 1st January, 2021
10:00 AM to 12:00 PM
Corporate Communication –I UM03ABBS21

Total Marks: 60

Note: All questions carry equal marks:
Attempt any four from the following.

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- Q.1 Examine in detail the opening of Novel Lord of the Flies by William Golding.
- Q.2 Differentiate the characters of Jack and Ralph describing the first event of conflict between the two.
- Q.3 A. Write a note on the character sketch of Simon.

B. Read the following passage carefully and answer the questions that follow:

IDBI bonds get Rs.1400 crores. The flexi bonds issue from the Industrial Development Bank of India (IDBS) has attracted a subscription of an estimated Rs.1400 crores and the Institution is applying to the Securities and Exchanges Board of India (SEBI) for permission to retain the excess amount.

According to calculation so far subscription to the four bonds are worth Rs.1020 crores and as some large branches are yet to complete the final tally. IDBS expects the total collection to be RS. 1,400 crores. Our offer documents have target of Rs.500 crores with an option to retain an additional Rs.500 crores. If the final are at least 100 crores in excess we would like to retain amount the IDBI spokesman said.

With the financial sector an acute liquidity crunch, market analysts pointed out that the only option for any institution to gain access to money would be by tapping the retail investor's savings.

Maharashtra has topped in the application in terms of value and number and accounts to 20% of the collected amount. West Bengal follows next with ten per cent and almost equal share comes from Gujarat, Delhi and Uttar Pradesh has been the surprise centers for huge collection of subscription, Mr. Nageshwar Rao says.

Questions :

- 1) Why does IDBI want to apply to SEBI?
- 2) Mention the additional amount collected by IDBI.
- 3) What is being felt by financial sector?
- 4) Who are able to spare money for investment?
- 5) State the percentage of collection in the different states.

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[P.T.O.]

Q.4 A. Write a note on the end of the novel Lord of the Flies.

B. Read the following passage carefully and answer the questions that follow:

India is a secular, democratic nation. This implies that every religion is treated equally and at par with every other religion. No religion is accorded any preferential treatment of any kind. All citizens are also free to practice, preach or profess any religion of their choosing. The state does not have a unified or homogeneous religious following. This unique characteristic of India ensures its unity in diversity. India has been the birthplace of several religions and is the land where all these religions - such as Hinduism, Christianity, Buddhism, Sikhism, Zoroastrianism, Jainism and so on exist simultaneously, peacefully and harmoniously. But, some anti-social elements have interpreted the sanctity of religions in a twisted way. No religion preaches violence or rioting. All the religions are but various ways to reach the Supreme Being, they are paths which lead to the ultimate truth and salvation, though we refer to the destination by various names such as Jesus, Krishna, Buddha, Allah and so on. It is important to realize that in order to ensure a peaceful mosaic of cultural distinctness, the path of non-violence or ahinsa, as given by the Father of the nation, must be followed unwaveringly.

God created man in his own image. Hence, it follows naturally that there is some divinity within all human beings. Thus, to kill and murder in the name of religion is blasphemy. Only once the religious fanatics understand this, will there be perpetual peace in the land.

Questions:

- 1) What is meant by the term "Secular"?
- 2) What is special about India's association with religion?
- 3) Why are human beings divine?
- 4) How can all religions co-exist peacefully?
- 5) Who gave the path of non-violence?

Q.5 A. Examine Upward Communication along with its Methods and Importance in an organization?

B. Write a detailed note on any five Socio-Psychological Barriers to Communication.

Q.6 A. What do you understand by the Grapevine Communication? What is its importance in an organization?

B. Explain in detail Different Comprehensions of Reality as Barriers to Communication.

Q.7 A. Write a note on the objectives of Writing a sales letter.

B. Draft a sales letter to promote the sales of Lighting equipment for Deewali Decoration.

Q.8 A. Explain the major functions of a sales letter.

B. Write a sales promotion letter to promote the sales of latest I phone 12.

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