

SEAT No. _____

No. of Printed Pages: 2

[49]

SARDAR PATEL UNIVERSITY
BBA (ISM) SEM III EXAMINATION
Friday, 1st January, 2021
10:00 am to 12:00 pm
Corporate Communication I
UM03ABBS51

Marks: 70

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

Que. 1 a). How do boys elect Ralph as a leader?
b). Discuss in the detail the death of Simon.

Que. 2 a). . Write a detailed note on Jack and his hunters.
b). Examine the appropriateness of the title Lord of the Flies.

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

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

Reliance Petroleum Limited (RPL) has announced on Wednesday the start-up of its refinery at Jamnagar. The start-up of the crude distillation unit (CDU) marks the beginning of the phase wise commissioning of RPL's refinery. This is nearly six months ahead of the original schedule and represents a world record for implementation of a project of this scale and complexity.

Based on the current schedule, the refinery is likely to be fully commissioned by the end of the second quarter of the current financial year, according to a company statement.

The RPL refinery is the world's largest grassroots refinery, with a capacity of 27 million tonners per annum (5,40,000 barrels per day), and is being set up at a project cost of RS.14,250 crore. RPL's refinery will account for nearly 25 percent of the country's refining capacity will be fulfil a major national property by substantially eliminating the country's dependence on imports of petroleum product, providing a higher level of energy security and conserving valuable foreign exchange.

The refinery has been built adhering to the highest international standards of safety and environment protection. Reliance Petroleum will, over the next few days, commence deliveries of product – diesel, kerosene, LPG, ATF (Aviation Turbine Fuel) and MS(Petrol) for marketing by IOC, EPCL, and BCPL. The Reliance group has invested approximately Rs.24000 crore in various project at the Jamnagar complex comprising the refinery, the integrate petrochemicals complex, ports, captive, power facilities and other related infrastructure.

Questions:-

- 1) What is remarkable about RPL's implementation of its refinery project?
- 2) When will the refinery be fully commissioned?
- 3) How is the RPL world's largest grass root refinery?
- 4) In what way the refinery will be beneficial to our country?
- 5) Is RPL careful for safety and environment protection? How?

[1]

[P.T.O.]

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

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

The National Dairy Development (NDDB) is considering entering not just the coffee market but also the tea one through the Gujarat co-operative Milk Marketing Federation (GCMMF) with a range of product bearing the Amul brand name.

In the middle of the August 1998, the coffee brand had discussed at Anand the possibility of NDDB entering the instant coffee market. The discussions had been held between coffee Board chairman, S. V. Rangabath and the then NDDB chairman Verghese Kurien. NDDB's managing director Amrita Patel and GCMMF managing director B M Vyas were also present.

Now, the Tea Board of India and a federation of small tea growers co-operative from Tamil nadu have proposed a similar alliance with GCMMF for a project under the Amul brand name.

GCMMF's chairman Verghese Kurien and managing director B M Vyas told The Economic Times that talks in this regard were on with the Tea Board, the Tamil nadu based Federation of small Tea Gower's Co-operatives and some other organisations from the north-east states. GCMMF is said to be looking at all three major segments. CTC teas, dust teas and Darjeeling teas.

The market penetration strategy may be one of distributing tea in pouches under the Amul brand name through small tea-shops. A final decision would, Mr. Vyas said, be taken soon by the GCMMF board as this segment provided an excellent opportunity for growth.

The strong brand name of Amul and its extensive marketing network has attracted the coffee and tea commodity boards to discuss GCMMF's entering both these markets.

For the coffee market, instant coffee along with the entire range of coffee product is under active consideration.

Questions:

- 1) How will NDDB enter into coffee and tea market?
- 2) Which institutions are seeking alliance with GCMMF for a tea project?
- 3) Which are the three important segments in tea business?
- 4) Why do the tea and coffee boards want to propose business with GCMMF?
- 5) Which kind of coffee is under active consideration?

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

b). Explain in detail Physical Barriers to Communication.

Que. 6 a). Write a detailed note on Grapevine as an informal channel of Communication

b). Explain how Socio Psychological Barriers effects the Communication, write any five.

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 Washing Machine.

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

b). Draft a sales letter to promote the sales of smart watches.

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[2]