

SEAT NO. \_\_\_\_\_

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SARDAR PATEL UNIVERSITY  
BBA EXAMINATION – (Semester III)

2020-21

Thursday, 7<sup>th</sup> January 2021

10:00 a.m. to 12:00 p.m.

UM03FBBA03: CORPORATE COMMUNICATION – I

Total Marks: 60

Attempt Any four questions

- Q-1     A     'Discuss the character of Willy Loman, in 'Death of a salesman'     08
- B     Write a commentary on Requiem (Funeral Ceremony) in '*Death of a Salesman*'     07
- Q-2     A     What is the importance of the relationships between fathers and sons in "*Death of a Salesman*?     08
- B     Discuss the importance of dreams in *Death of a Salesman*     07
- Q-3     A     Write a short note on: Characters: Biff     05
- B     **Read the following passage and answer the questions that follow**     10
- Before studying living things for those characteristics essential to life, it is necessary to decide on some means of determining what should be called living and non-living. This will give us a yardstick and a starting point. In ordinary experience, living creatures are easily distinguished from non-living. As a first rough measure of life, we may use some of these well-known characteristics. First we know that living things can respond to different stimuli such as light, touch, heat and so on. Animals tend to react quickly by twitching, moving, running. Plants usually respond slowly, as when a plant runs to follow the sun. in addition to the ability to respond to changing conditions, living creatures grow and reproduce. The young, the eggs, the seeds, the spores are to be seen everywhere.
- Questions:**
1. What is necessary to decide before studying living things?
2. What is the first characteristic of living things?
3. How do animals react to any stimuli?
4. Give one example of plants reacting to stimuli.
5. State the second characteristic of living things.
- Q-4     A     Write a short note on: Discuss the end of the play, 'Death of a Salesman'     05

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C.P.T.O.J

**B Read the following passage and answer the questions that follow. 10**

Accidents are indicators of Quality of work. The quality of work suffers with the onset of fatigue or boredom. It is demonstrated by the increase in errors towards the end of a workday. Accident rate is probably a valid index of quality of work. In a study by Imbert Mestre twenty seven thousand accidents are among over sixty thousand workmen are charted. The result showed that accidents increased progressively during the morning work hours and, after abating somewhat following the midday rest, they again became continuously more frequent. The maximum number of accidents for the last hour of afternoon was notably higher than for the comparable period in the morning. Accidents increase as the number of hours of work increases. Brozek reports that the number of accidents in a twelve hour work period was three times greater than the number in a ten hour a day. Such increases are, no doubt, due to fatigue.

**Questions:**

1. What does quality of work suffer?
2. How boredom is demonstrated?
3. What is revealed in Imbert Mestre study?
4. When do accidents increase?
5. What does Brozek's report reveal?

- Q-5 Describe in detail the importance and methods of Upward Communication. 15
- Q-6 Explain diagrammatically the structure of Grapevine and its importance in an organization. 15
- Q-7 Write a detailed note on: The objectives and functions of a sales letter 15
- Q-8 Write a sales letter to promote the sales of Electronic Washing Machine. 15