

SEAT No. _____

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SARDAR PATEL UNIVERSITY
BBA (ISM) SEM III (NC) EXAMINATION

Thursday, 07th January, 2021

10:00 am to 12:00 pm

Corporate Communication I

UM03FBBS02

Marks: 60

Note: Write Any Four out of Eight Questions!

- Que. 1 Write a detailed note on the Opening of the Play Death of the Salesman. (15)
- Que. 2 Discuss the character of Willy Loman and his attitude towards his sons with reference to the play Death of Salesman. (15)
- Que. 3 a). Write a note on the character of Linda Loman. (05)
- b). Read the following passage carefully and answer the given questions. (10)

Hipolin Limited, Ahmedabad, is taking steps to increase its market share to Rs.3000 crore plus and still growing industries. The company is manufacturing detergents in powder and cake forms. It is also manufacturing toothpaste, mainly for export purpose. Hipolin has exported the toothpaste to USSR in the past. In 1994-95, The Company had been able to sign up export contract worth about Rs. 8.91 crore.

The company is now implementing expansion as well as diversification project. It plans to take up the manufacturing of shaving cream also, mainly for the export market. The company envisages upgradation of its existing facility and diversification into related product like iodized salt and toilet soap. It also plans to manufacture shampoos and other cosmetic items.

Hipolin has been enjoying strong brand equity in Gujarat, Rajasthan, Madhya Pradesh for nearly three decades. With the anticipated higher production, Hipolin is all set to become a national brand. In the near future, the company is launching Hipolin plus detergent powder to enter the upper middle class segment of the detergent market.

The company has been promoted by Mr. Bhupendra Shah and Associates. The cost of the project is estimated at Rs. 702.20 lakh. The promoters are contributing Rs. 324.70 lakh towards project cost. For the balance amount the company enters the capital market on May 8, With a public issue of 7,75,000 equity shares of Rs. 10 each for cash at a premium of Rs. 40, aggregating Rs. 387.50 lakh.

Questions:-

- (1) What does Hipolin Limited, Ahmedabad, manufacture at present? What does it export?
- (2) What does the company plan to take up under its expansion and diversification project?
- (3) What is the company going to introduce to attract the upper middle class?

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[P.T.O.]

(4) Who are the promoters of the company? How they to collect money for the implementation of the project?

(5) Find the synonym of the words in passage: Intend, Set up

Que. 4 a). Draw the character sketch of Biff Loman. (05)

b). Read the following passage carefully and answer the given questions. (10)

Buoyed by a strong revival in demand, especially from the infrastructure sector, cement manufacturers have come together to jack up price by Rs. 13-15 per bag in Gujarat. Retail cement prices in the state which over the last three years had been grappling with negative demand have been raised to RS. 160-165 per bag which is the highest in the last four years. Cement consumption in the state has risen by over 50% during the last three months and industry officials say the surge in groundnut production and high edible prices is giving a push to housing demand as well. There is strong demand for cement from infrastructure projects including canals, dams and roads.

With industry expansion beginning to gather steam, the industry prospects look particularly good in the coming months, said a senior industry official. Gujarat is among the top three cement producing states with a capacity of around 15 million tones. Industry official say that the state's investments in infrastructure project have been gathering steam is recent month and this is also giving an impetus to cement demand.

Questions:

- (1) What is the position of the Gujarat in India in respect of the production of cement?
- (2) Which factor has given a rise in Cement price?
- (3) Explain how the housing demand has increased cement consumption.
- (4) Give an idea of the retail during the last four years.
- (5) How is infrastructure related to cement industry?

Que. 5 a). Write a detailed note on Horizontal Communication with suitable illustrations. (08)

b). Discuss Semantic Barriers to Communication. (07)

Que. 6 a). What do you mean by Grapevine? What is its importance in an organization? (08)

b). Examine in detail any six Socio-psychological barriers to Communication. (07)

Que. 7 a). Briefly Explain the three P's of an effective sales letter. (08)

b). Draft a sales letter to promote the sales of Wooden Furniture. (07)

Que. 8 a). Write a note on functions of a sales letter. (08)

b). Draft a sales letter to promote the sales of Laptops. (07)