

SARDAR PATEL UNIVERSITY

BBA (General) III Semester Examination NC

Tuesday, 06th December 2016

2:00 to 4:00

Corporate Communication-I UM03FBBA01

Total Marks: 60

Note: Figures to the right indicates full marks:

Que. 1 Examine in detail the misfortune of Santiago with reference to the novel The Old Man And The Sea. (15)

OR

Que. 1 Discuss in detail the opening of the novel The Old Man And The Sea. (15)

Que.2 a). Write a note on the relationship between Santiago and Manolin. (05)

b). Read the following passage carefully and answer the questions that follow: (10)

Games are part and parcel of human life. Their importance in life is no less than that of food. They are equally essential for the health of our body, mind and soul. They are a divine blessing after the day's mental and physical fatigue. They provide us with exercise as well as entertainment. They end the monotony and fatigue of the daily routine. The developed nations of the world have realized their importance. That is why; they give great importance to the games in every walk of life. Both national and international meets are held in various games and sports. At the international level, we have the Olympic Games at regular interval of four years. At the regional level, he has the Asian games. Though the Government of India is trying hard to improve the quality of sports by giving various incentives to the sports personnel, but it is simply unfortunate that we have not been able to make any tangible mark in this field.

Questions:

1. What are the benefits of games in human life?
2. What do games provide us with?
3. Why do the developed nations give great importance to the games?
4. What does the Government of India do to improve the quality of sports?
5. What are the effects of games on daily routine?

(P. T. O.)

OR

Que. 2 a) Write a short on end of the novel. (05)

b) Read the following passage carefully and answer the questions that follow: (10)

Machines were made to be man's servants. Yet he has grown so dependent on them that they are in a fair way to become his masters. And machines are very stern masters. They must be fed with coal, and given petrol to drink and oil to wash with; and they must be kept at the right temperature. If they do not get their meals when they expect them, they grow sulky and refuse to work, or burst with rage and blow up and spread ruin and destruction all round them. So we have to wait upon them very attentively and do all that we can to keep them in good temper. Already we find it difficult either to work or play without machines, and a time may come when they will rule us altogether, just as we rule the animals. Machines save time and energy for us, but we use them for making more and batter machines. We must remember that machines themselves or the power that machines have given us are not civilization, but aids to civilization.

Real civilization will come only when learn to use these machines as instruments in the service of humanity at large and prevent them from being a means of luxury and power for a few.

Questions:

1. With what purpose were machines invented?
2. How are we required to look after machines?
3. What happens when machines are neglected?
4. In what way are machines useful to us?
5. When do machines become a curse to mankind?

Que.3 a). Examine the main objectives and Limitations of downward Communication. (08)

c) Mention in detail any seven socio-psychological barriers to Communication. (07)

OR

Que. 3 a). What do you understand by the Grapevine? What is its importance in an Organization? (08)

b). Discuss in detail Wrong Choice of Medium and Physical Barriers to Communication. (07)

Que. 4 a). Write a note on Objectives of writing Sales Promotion Letter. (07)

b). Draft a Sales Letter to promote the Sales of Sony Pen drive. (08)

OR

Que. 4 a). Discuss the three P's that a sales Correspondent must know. (08)

b). Draft a Sales Letter to promote the Sales of Iphone 7. (07)

===== X ===== X =====