

Seat No. _____

SARDAR PATEL UNIVERSITY

No. of Printed Pages: 2

BBA(ISM) Semester-III Examination

Saturday, 10 December 2016

Time: 02.00 PM to 04.00 PM

Corporate Communication - I

(UM03FBBS02)

- Note:*
1. Figures to the right indicate full marks to the questions concerned.
 2. Your answers must be precise.
 3. Maximum marks: 60

Q.1 Discuss in detail about 'Death of a Salesman' as a Tragedy. (15)

OR

Q.1 Explain in detail of 'Death of a Salesman' as a realistic play. (15)

Q.2 (A) Draw the character sketch of Willy Loman. (05)

Q.2 (B) Read the following paragraph and answer the question follow: (10)

Today, the Bhartiya Group is a conglomerate of fashion apparel companies, with the inherent advantage of multi location design, manufacturing, sourcing, and research & product development capabilities. The Parent company, Bhartiya international Ltd. is India's largest manufacturer and exporter of leather apparel. The non-leather category is being handled by fashion trade, a 100% subsidiary based in Hong Kong, which has been significantly world expanding under an ongoing expansion drive in region. Several subsidiaries companies, already created at various strategic locations across his world as marketing, design and sourcing arms of Bhartiya, have began to bear fruit. The vision of becoming 'Locals' globally is now rapidly turning in to a reality for us. In the competitive milieu of the modern times, what is that unique attributes that has enabled the group to come closer to realizing its vision in so short a time> On the one hand, it's the group's inherent ability to devise fashion solution that integrate mark and consumer research product development and design, sourcing, manufacturing, and delivery of fashion garnets on a ready to display basis any world anywhere in the world. On the other hand, it's also about a vision that every member of staff shares with and all-pervasive passion, which sees the group's soaring aspiration being fulfill by the innate power of creative ingenuity. It is this vision that give's the Bhartiya group distinct edge and incorporates flexibility, speed, efficiency and responsiveness to the supply dynamic without Compromising on design quality.

Q.1 Which the parent company of the Bhartiya Group? Dealing &Exporting in which product?

Q.2 Writes true or False:

1. The non leather category is handled by wide fashion trade.
2. The Bhartiya group is a conglomerate of fashion jewellery companies.
3. give meaning of the words: Milieu, Appeal
4. The vision o f becoming 'domestic' globally.

Q.3 What is the vision of Bhartiya Group?

Q.4 What is given by its vision to the Bhartiya Group?

OR

Q.2 (A) Write a short note: Biff Loman (05)

Q.2 (B) Read the following paragraph and answer the question given below: (10)

Ever since humans have inhabited the earth they have made use of various forms of communication. Generally this expression of thought and feelings has been in the form of oral speech. When there is a language barrier, communication is accomplished through sign language in which motions stand for letters, words and ideas. Tourists and the deaf have had to resort to this form of expression. Many of these symbols of whole words are very picturesque and exact and can be used internationally, spelling however cannot.

Body language transmits idea or thought by certain action either intentionally or unintentionally. A wink can be a way of filtering or indicating that the party is only joking. A nod signifies approval, while shaking the head indicates a negative reaction.

Other forms of Non-linguist language can be found in Braille (a system of raised dots read with fingertips) signal flags, Morse code and smoke signals. Road maps and picture sign also guide, warn and instruct people.

While verbalization is the most common form of language, other system and techniques also express human thought and feelings.

Q.1 Which type of expression to every humans?

Q.2 What happen when language barrier occurs?

Q.3 How body language works?

Q.4 Which are the symbols of whole worlds?

Q.5 Where the other non-linguistic form found?

Q.3 Discuss in detail about downward communication with its objectives, media and limitation how can make it effective? (15)

OR

Q.3 (A) Write a short note: Semantic or language barriers to communication. (07)

Q.3 (B) Write a short note: 5 point of socio-psychological barrier. (08)

Q.4 (A) Discuss in detail objectives of Sales promotion letters (07)

Q.4 (A) Explain importance of Sales promotion letters. (08)

OR

Q.4 Draft a sales letter to promote your company's latest TV of your Company. (15)

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