

(A-14)

SEAT No. _____

No. of Printed Pages : 2

SC

SARDAR PATEL UNIVERSITY
BBA (GEN) III Semester Examination
Wednesday, 28th November, 2018
02:00 pm to 04:00 pm
Corporate Communication I UM03FBBA01

Marks: 60

Que.1 a). Examine in detail the Opening of the novel The Old Man and the Sea. (08)

Que. 1 b). Draw the character sketch of Santiago with reference to the novel The Old Man and the Sea. (07)

Or

Que. 1 a). Explain in detail the end of the novel The Old Man and the Sea. (08)

Que. 1 b). Write a detailed note on the character of Manolin. (07)

Que. 2 a). Write a note on struggle of Santiago. (05)

Que. 2 b). Read the following passage and answer the questions that follow each. (10)

Gold prices touched a record high on Tuesday, in line with a surge in global prices that recently took the yellow metal to a 15 year high at New York. In the commercial capital, standard gold opened at its highest level of Rs. 9,230 per 10 grams and closed at Rs. 9,280 on Tuesday, up from the previous day's close of Rs. 9,170. Silver also closed on an all time high of Rs.20,120 per kg. up by Rs. 275 per kg.

The climbing price has given traders sleepless nights. An official of the Bombay Bullion Association said that a weak dollar has pushed up the price in the international market. Soaring prices for gold have hurt retail sales and imports. A dealer at Zaveri Bazaar said, "Gold demand in the city is hardly 100kg a day, as against the earlier 600 plus kg. that we were used to dealing with. Moreover, prices are bound to rise further in the coming days."

Domestic prices follow world trends as India imports 1.6 tonnes a day to meet about 70 per cent of its demand.

Questions:

1. What is the reason for the rise of gold in the international market?
2. How has the rise in the price affected the bullion market in Mumbai?
3. Why does the domestic market follow the international trend?
4. How did silver prices react?
5. Was the price of gold higher or lower on Monday and by how much?

Or

(1)

(P.T.O.)

Que. 2 a). Write a note on misfortune in the novel The Old Man and the Sea. (05)

Que. 2 b). Read the following passage and answer the questions that follow each. (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, we have 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?

Que. 3 a). Examine in detail Upward Communication. (08)

Que. 3 b). Discuss in detail Physical Barrier to Communication. (07)

Or

Que. 3 a). What do you mean by Grapevine? What is its importance in an organization? (08)

Que. 3 Write a detailed note on any six Socio-psychological barriers to Communication. (07)

Que. 4 a). Write a note on the three P's of Sales Promotion Letter. (07)

Que. 4 b). Draft a Sales Letter to promote the sales of Hard disk. (08)

Or

Que. 4 a). Examine in detail the objectives of Sales Promotion letter. (07)

Que. 4 b). Draft a Sales letter to promote the sales of Sports Shoes. (08)

— X —
(2)