

33/A-15

SEAT No. _____

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Sardar Patel University
BBA (General) Semester III
Subject:- Corporate Communication I
(Subject Code: UM03FBBA02)
Wednesday, 28th November, 2018
Time: 02:00 p.m. to 4:00 p.m.
Total Marks: 60

Q.1. (A) Give an account of the opening of the novel "The Old Man and the Sea". (08)

Q.1. (B) Draw a character sketch of Manolin. (07)

OR

Q.1. (A) Comment on the end of the novel "The Old Man and the Sea". (08)

Q.1. (B) Write a note on the struggle of Santiago. (07)

Q.2 (A) Write a brief note on: Killing of the great Marlin. (05)

Q.2. (B) Read the following passage carefully and answer the questions that follow:

We illustrate three projects where new system will free agriculture, property market and exports. One buying, selling of agriculture land or produce is almost impossible without a middleman and takes a lot of time. Creating a system for online verification of land records, streamlined land contract registration, and the dispute settlement process will set a large number of framers free to pursue their priorities. For example, they may pool land to start collaborative farming. This is an essential reform towards doubling of farmer's income.

Two, introducing an online system for urban property transactions will have many benefits. This will bring all home and commercial property buyers, sellers, builders and government departments granting various clearances under one portal. And will save millions from getting duped, increase government revenues and curb use of black money.

Three, an exporter requires permissions from many government and business agencies like customs, DGFT, shipping companies and inspection agencies. Time and cost go up as he has to approach each organization separately. Creating a national trade network (NTN) that enables exporters to obtain all approvals, permissions, loan sanctions etc. online will reduce time and cost of exporting. This will enable lakhs of small manufacturers to export directly. Today, they rely on middleman.

The concept of replacing an existing system with a new one faces resistance at many levels. Love for incremental improvements in the existing system is the primary block. Fear of losing cost already incurred is another. To be successful, such projects must be led by a person with a technology background and proven expertise in delivering complex projects.

①

(P.T.O.)

Simultaneous focus on both the bottoms up and top down approaches will transform governance and make doing business hassle free for ordinary citizen and big business alike.

Questions:

1. What are the benefits of an online system for urban property transactions? (02)
2. Which are agriculture land reforms mentioned in the passage? (02)
3. What is the importance of NTN? (02)
4. Mention the problems faced by an exporter. (02)
5. Give synonyms for the following from the passage: (02)
(a) cheated (b) control

OR

Q.2. (A) Write a brief note on:

Appropriateness of the title of the novel "The Old Man and the Sea" (05)

Q.2 (B) Read the following passage carefully and answer the questions that follow:

A matrix organizational structure is a company structure in which the reporting relationships are set up as a grid (a network of lines that cross each other to form a series of squares or rectangles), or matrix, rather than in the traditional hierarchy. In other words, employees have dual reporting relationships – generally to both a functional manager and a project manager. Matrix management is a structure for running those companies that have both a diversity of products and a diversity of markets. Usually, MNCs prefer to adopt this structure.

In a matrix structure, responsibility for the products goes up and down one depending on the product's dimension such as pricing, distribution and the target market. This enables the business to use its marketing resources more efficiently, resulting in more cost- and time-efficient marketing efforts. This leaves most managers with a dual reporting line: to the head of their product division on the one hand, and to the head of their geographical market on the other. Regardless of the potential confusion, the matrix structure creates vibrancy. Matrix management was enormously popular in the 1970s and 1980s. A famous company like Philips, the Dutch electronics multinational, was the first company to set up a matrix structure after the second world war. It had national organizations (NOs) and product division (PDs), and for a while they operated successfully as a network. The network was held together by a number of coordinating committees, which resolved any conflict between the two.

Questions:

1. What is a matrix organizational structure? (02)
2. Which companies run on the basis of a matrix management? (02)
3. Which dimensions of the product are mentioned in the passage? (02)
4. When was matrix structure popular? (02)
5. Give antonyms of the following from the passage: (02)
(a) Modern (b) clarity

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Q.3. (A) What is a grapevine? Discuss its advantages and disadvantages. (08)

Q.3. (B) Explain in detail the semantic barriers. (07)

OR

Q.3. Write short notes on:

(a) The downward communication (05)

(b) Socio-psychological barriers to communication (05)

(c) Importance of horizontal communication (05)

Q.4. Discuss in detail various stages of drafting an effective sales letter. (15)

OR

Q.4. Draft effective sales letter to promote the following products:

1. A low calorie diet (08)

2. An air purifier (07)

X
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