

34/A-16

SEAT No. \_\_\_\_\_

No. of Printed Pages : 3

SARDAR PATEL UNIVERSITY  
SYBBA SEM-III (GEN)  
SUB- Corporate Communication - I  
CODE-UM03FBBA03

DATE-28/11/2018

DAY- Wednesday

TIME- 02:00pm to 04:00pm

Marks 60

- Q-1 (A) Draw the character sketch of Willy Loman as sales man. (08)  
(B) Discuss opening of the play "Death of a sales man" (07)
- OR
- Q-1 (A) Discuss suitability of the title of the play "Death of a sales man" (08)  
(B) Discuss end of the play "Death of a sales man". (07)
- Q-2 (A) Write a note on : Mrs. Willy Loman (05)  
(B) Read the following passage carefully and answer the given questions: (10)

The Voice had to be listened to not only on account of its form but for the matter which is delivered. It gave a message to the country that is needed greatly. It brought to the common people a realization of their duty to concern themselves with their affairs. The common people were made to take an interest in the manner in which they were governed, in the taxes they paid, in the return they got from those taxes. The interest in public affairs--- politics as you may call it---was to be concern no longer to the highly educated few but of the many---the poor, the property less, the workingmen in town and country. Politics was not to be the concern of a small aristocracy of intellect or property of the masses. And with the change in the subjects of politics that Voice brought about also a change in the objects of politics. Till then politics had busied itself mainly with the machinery of Government towards making its personnel more and more native, with proposals for a better distribution of political power, with protests against the sin of omission and of commission of the administration. The Voice switched politics on to concern for the needs of the common people. The improvements of the lot of the poor as to be main concern of politics and politician. The improvement, especially of the lives of the people of the neglected villages, was to be placed before Governments and political organization as the goal of all political endeavor. The raising of the standard of living of the people of the villages, the finding of subsidiary occupations which would give the agricultural poor work for their enforced leisure during the off season and an addition of their exiguous income, the improvements of the housing of the poor, the sanitation of the villages---these were to be the objectives to be kept in view. In the towns the slums and cherries were to receive especial attention. There was especially a class of the poor for which that compassionate Voice Pleaded to protest. This was for the so-called depressed class, the outcastes of Hindu society. The denial of elementary human rights to this class of people it considered the greatest blot on Hindu society and history. It raised itself in passionate protest against the age-old wrongs of this class and forced those that listened to it to endeavor to remove the most outrageous of them like untouchability. It caused a revolution in Hindu religious practice by having Hindu temples thrown open to these people. It made the care of them a religious duty of the Hindus by re-naming them Harijans.

1

( P.T.O. )

### Questions

1. Why had people to listen to "The Voice" of Mahatma Gandhi?
2. Why had people to take an interest in Politics?
3. What was the change brought about in the object of Politics?
4. What improvement were made for the common man?
5. Explain – Sins of Omission and of commission of the administration.

OR

- Q-2 (A) Write a note on: Sons of Willy Loman (05)  
(B) Read the following passage carefully and answer the given questions: (10)

People talk of memorials to him in statues of bronze or marble or pillars and thus they mock him and belie his message. What tribute shall we pay to him that he would have appreciated? He has shown us the way to live and the way to die and if we have not understood that lesson it would be better that we raised no memorial to him, for only fit memorial is to follow reverently in the path he showed us and to do our duty in life and in death.

He was a Hindu and an Indian, the greatest in many generations, and he was proud of being a Hindu and an Indian. To him India was dear because she had represented throughout the ages certain immutable truths. But though he was intensely religious and our national bonds confined his spirit. And so he became the great internationalist, believing in the essential unity of man, the underlying unity of all religions, and the needs of humanity, and more specially devoting himself to the service of the poor, the distressed and the oppressed millions everywhere.

His death brought more tributes than have been paid at the passing of any other human being in history. Perhaps what would have pleased him best was the spontaneous tributes that came from the people of Pakistan. On the morrow of tragedy, all of us forgot for a while the bitterness that had crept in, the estrangement and conflict of these past months and Gandhi ji stood out as the beloved champion and leader of the people of India, of India as it was before partition cut up this living nation.

What was his great power over the mind and heart of man due to? Even we realize that his dominating passion was truth. That truth led him to proclaim without ceasing that good end can never be attained by evil methods, that the end itself is distorted if the method pursued is bad. That truth led him to confess publicly whenever he thought he had made a mistake---Himalayan errors he called some of his own mistakes. That truth led him to fight evil and untruth whenever he found them regardless of the consequences. That truth made the service of the poor and the dispossessed the passion of his life, for where there is in equality and discrimination and suppression there is injustice an evil and untruth. And thus, he became the beloved of all those who have suffered from social and political evils; and the great representative of humanity as it should be. Because of that truth in him wherever he sat became a temple an where he trod was hallowed ground.

Question

1. About whom is the passage written?
2. Why does the Author make the difference about being a "Hindu" and an "Indian"?
3. What great lesson did this great man show us for life?
4. Mention some of the virtues of "The Great internationalist".
5. What did "Truth" mean to this great man?

- Q-3 (A) Discuss Horizontal Communication with appropriate examples (07)  
(B) Discuss Physical Barriers to effective communication (08)

OR

- Q-3 (A) Discuss Consensus with appropriate examples (07)  
(B) Discuss Semantic Barriers to effective communication. (08)

- Q-4 (A) Discuss three P's that a sales correspondent should know. (05)  
(B) Draft a sales letter about fancy and decorative gift articles for upcoming Diwali season

OR

- Q-4 (A) Discuss functions of a sales promotion letter. (05)  
(B) Draft a sales letter about PVC garden furniture. (10)

— X —  
(3)

