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

No. of Printed Pages : 2

SARDARPATELUNIVERSITY  
BBA ISM III Semester Examination  
Monday, 3<sup>rd</sup> December, 2018  
02:00 PM to 04:00 PM  
Corporate Communication – I UM03FBBS02

Total Marks: 60

Note: Figures to the right indicates full marks:

Q.1	Examine in detail the opening of play Death of the Salesman.	15
OR		
Q.1	Explain the relationship of Willy Loman with his sons with reference to Death of the Salesman.	15
Q.2	A. Write a note on the character sketch of Charlie.  B. Read the following passage carefully and answer the questions that follow: The opening of the Women Entrepreneurs Guidance Cell by the women's wing of the Indian Merchants Chamber could go a long way in solving some problems associated with the promotion of women entrepreneurs. The cell consists of experts in the fields of finance, accountancy, exports and management, who will be part time consultant to the cell. It will be a resource base not only for women who want to start their own business but also for those who want help in specific areas, like information on how to export, expansion into related products or even devising on HRD policy best suited to their needs. Says Brinda Khatau, president of the women's wing. "The deal is to help those women who have concrete ideas of what they want to do and not to spoon-feed them. The cell is not restricted to IMC members, but is open to any entrepreneur. Since the target group is women in the micro and small scale sector, there is a nominal charge of Rs.50 per consultation." AID to small scale sector- statistics reflects the various difficulties that women entrepreneurs experience in striking out on their own. For instance, State Bank of India's total lending in Maharashtra has only 2.5 per cent to women entrepreneurs. Even the Small Industries Development Bank of India, a subsidiary of the IDBI and one of the premier lending agencies to the small scale sector, has as of 1991, lent barely Rs. 5.35 crore in terms loan to women. <b>Questions:</b> 1) Who are included in the Guidance Cell? 2) How does the cell help the women entrepreneur? 3) Name the president of the women's wing of IMC? 4) What are the main functions of women's wing of IMC? 5) How much is landed to women by different institutions?	05 10
OR		

Q.2	<p>A. Write a note on the character sketch of Linda Loman.</p> <p>B. Read the following passage carefully and answer the questions that follow:  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 better 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.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1) With what purpose were machines invented?</li> <li>2) How are we required to look after machines?</li> <li>3) What happens when machines are neglected?</li> <li>4) In what way are machines useful to us?</li> <li>5) When do machines become a curse to mankind?</li> </ol>	05 10
Q.3	<p>A. Write a detail note on Horizontal Communication and its limitation.</p> <p>B. Explain the Semantic Barriers to Communication.</p>	08 07
OR		
Q.3	<p>A. How does the Grapevine operate in an organization draw the suitable diagram and What is its importance in an organization?</p> <p>B. Write a detail note on any six Socio-psychological Barriers to Communication</p>	08 07
Q.4	<p>A. Explain in detail the three P's that a Sales Correspondent?</p> <p>B. Write a sales promotion letter about office furniture.</p>	08 07
OR		
Q.4	<p>A. Examine in detail the functions of a sales letter?</p> <p>B. Write a sales promotion letter about latest PROVOGUE watches.</p>	08 07