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SARDAR PATEL UNIVERSITY
B COM SEM III (NC) EXAMINATION
Friday, 08th January, 2021
10:00 am to 12:00 pm
English & Business Communication III
UB03FCOM02

Marks: 60

Attempt **any four** from the following:

- Que. 1 a). How did Dantes take revenge on Villefort? (08)
b). Draw a character sketch of Haydee. (07)
- Que. 2 a). How did Edmond Dantes reach the island of Monte Cristo and find the treasure? (08)
b). Examine the role played by Abbe Faria. (07)
- Que. 3 a). Write a note on trap against Edmond Dante. (05)
b). Read the following passage carefully and answer the given questions. (10)

Reliance Petroleum Limited (RPL) has announced on Wednesday the start-up of its refinery at Jamnagar. The start-up of the crude distillation unit (CDU) marks the beginning of the phase wise commissioning of RRL's refinery. This is nearly six months ahead of the original schedule and represents a world record for implementation of a project of this scale and complexity.

Based on the current schedule, the refinery is likely to be fully commissioned by the end of the second quarter of the current financial year, according to a company statement.

The RPL refinery is the world's largest grassroots refinery, with a capacity of 27 million tonners per annum (5, 40,000 barrels per day), and is being set up at a project cost of RS.14, 250 crore. RPL's refinery will account for nearly 25 percent of the country's refining capacity will be fulfill a major national property by substantially eliminating the country's dependence on imports of petroleum product, providing a higher level of energy security and conserving valuable foreign exchange.

The refinery has been built adhering to the highest international standards of safety and environment protection. Reliance Petroleum will, over the next few days, commence deliveries of product – diesel, kerosene, LPG, ATF (Aviation Turbine Fuel) and MS (Petrol) for marketing by IOC, EPCL, and BCPL. The Reliance group has invested approximately Rs.24000 crore in various project at the Jamnagar complex comprising the refinery, the integrate petrochemicals complex, ports, captive, power facilities and other related infrastructure.

Questions:

- 1) What is remarkable about RPL's implementation of its refinery project?
- 2) When will the refinery be fully commissioned?
- 3) How is the RPL world's largest grass root refinery?
- 4) In what way the refinery will be beneficial to our country?
- 5) Is RPL careful for safety and environment protection? How?

(1)

(P.T.O.)

Que. 4 a). Write a note on the character of Mercedes.

(05)

b). Read the following passage carefully and answer the given questions.

(10)

Sales management is often described as the muscle behind marketing management. In fact, it does much more than providing the muscle. It is sales management that translate the marketing plan into action. Sales management will remain an indispensable and most important part of marketing management as long as corporations employ salesman to win customers and influence their attitudes. In a modern organization sales management means the management of the total sales efforts, not just the supervision of the salesman. In fact, sales management is to be viewed as an integrated sub-system of marketing management.

The modern sales executive has to assume total responsibility for planning, directing and controlling the personal selling of the firm. His prime responsibility is no doubt in the crucial area of selling, but his task does not stop with the achievement of sales quotas. He has to create market standing and brand image. He is responsible for bringing in the required profits, not merely sales volume.

There are many sales executives who plan and achieve big leaps in sales volume. But it is often at the cost of profits. Sometimes converse happens. Sales executives are over-concerned with gross margins and net profits and miss the volume of sales. Obviously, a happy balance between the two is required.

Questions:

- 1) What are the duties of a salesman?
- 2) What is expected of sales executive today?
- 3) What is the role of the sales management in the business?
- 4) What are the responsibilities of modern sales executives?
- 5) Where the happy balance is required?

Que. 5 a). Write a detailed note on Downward Communication.

(08)

b). Examine in detail Physical Barriers to Communication.

(07)

Que. 6. a) Write a detailed note on Horizontal Communication.

(08)

b). Explain in detail Semantic Barriers to Communication.

(07)

Que. 7 a). Write a letter of complaint from Horizon Electronics, Surat, to New Era Sales, Mumbai, about the damage in the good supplied by them.

(08)

b). Priya Sales, Ahmedabad, has failed to pay the bill on the due date and you have not received the payment even one week after the due date. Draft a suitable reminder. (07)

Que. 8 a). One of your customers has sent a complaint about inferior quality of goods supplied by you. Draft a suitable adjustment for it.

(08)

b). Even after your reminder the customer has not paid the bill which has been due from two weeks. Draft a second reminder to the customer.

(07)

—X—
(2)