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SEAT No. _____

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[13, A-13 & A-14]

SARDAR PATEL UNIVERSITY

BBA (G) (Semester 3) EXAMINATION (NC)

02 2017

UM03FBBA01 - CORPORATE COMMUNICATION - I

Friday, 24th November 2017

02.00 p.m. – 04.00 p.m.

Total Marks: 60

- Q – 1 A Describe the homeward journey of the old man. 08
- B Describe the important aspects of Santiago's relationship with Manolin. 07
- OR
- Q – 1 A In your opinion, is Santiago successful as a fisherman? Why or why not? 08
- B Describe the incident that made Santiago, The Champion. (The Hand Game) 07
- Q – 2 A Write a short note on: The old man's dreams 05
- B Read the following passage and answer the questions that follow 10

Last year, the Government of India rolled out its Digital India programme envisioning a cash-less and digitally primed economy. This initiative was further reinforced through new policies such as demonetization, temporary limits on cash transactions, setting up point of sale machines in rural parts of India, discounts on digital transactions for fuel, insurance, etc. and many more.

It worked. Official statistics indicate an 80% increase in the value of digital transactions in 2017-18, with the total amount expected to touch INR 1,800 crore, according to the ministry of information technology. In fact, this increase has been profitable for the government, as it saved around \$9 billion by eliminating frauds in benefit payments. It also saved up to INR 57,029 crore in 2016-17 through direct benefit transfer, according to Aadhaar architect Nandan Nilekani.

However, as India moves towards a digital economy, it also gives rise to the need for stringent cyber security measures. Over the past two years, there has been a significant rise in cashless Ponzi schemes and fraudulent transactions. According to a report by The Print, cyber frauds targeting e-payments have been on the rise and cases related to e-wallets and e-payments (that were reported to banks) jumped from 13,083 cases in 2014-15 to 16,468 cases in 2015-16.

Moreover, according to the RBI, digital transactions--that leave behind a deep data footprint--grew by over 13% in October over September. Globally, too, the past few weeks have been painful from a cyber-security point of view. Be it the ransomware attacks that temporarily shut down many institutions and firms, or the Equifax breach exposed personal information of over 145 million, US customers or the 3 billion Yahoo e-mail accounts that had been breached in the 2013 attack - they all point towards the need for further investments in cyber-security.

C.P.T.O.)

